

Graduate Summary – Lilian Kidd

Candidate

Pronouns	She/her
Full Name	Lilian Kidd
Ethnicity	New Zealand European, Māori
Iwi affiliation	Ngāti Kahungunu

Location and Availability

Current location:	Otago
Preferred work location:	Auckland
Availability:	After finishing her degree in November
Work eligibility:	NZ citizen or permanent resident
Criminal convictions:	No

Education

University:	University of Otago
Degree:	Bachelor of Commerce Majoring in Marketing

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Role Interest

Role interest:	Strategy / Planning, Media, Open to any role
What draws you to advertising?	I've always loved how advertising can hold a feeling. I'll see an old ad on social media and it takes me straight back to the exact moment I first saw it, like those Coke Christmas ads that make you feel joyful every single time. That's what draws me to advertising, the way an idea can turn into something people actually feel. I love that balance of creativity and strategy, when a spark becomes something that resonates with people. There's something really satisfying about shaping an idea until it clicks. And for me, storytelling is what makes it all come alive. A brand doesn't mean anything without a story behind it, something that gives it personality and purpose. Advertising is one of the few places where you get to build that story from both sides, the emotion that pulls people in and the strategy that makes it stick.

What skills or strengths would you bring to an agency?

I think the biggest strength I'd bring to an agency is the way I naturally mix creativity with curiosity. I love coming up with ideas, but I'm just as interested in understanding why they work and what actually makes people care. A lot of that comes from the environments I've been in, growing up around different cultures in Dubai, managing student crews as an Assistant Rowing Coach, organising 50+ guided tours a week at King's College, and working alongside prefects and Residential Assistants to run events and support Māori and Pacific students transition into uni life. Those experiences taught me how to lead, how to communicate clearly, and how to work with all kinds of people to get things done. I'm someone who adapts quickly and pushes myself in new environments. I've learned how to read performance results and make improvements, and I've built confidence with paid ads, SEO basics, and platforms like Google Ads, Wix and Wordpress. I'm creative, curious, and willing to do the mahi with 110%.