

Graduate Summary – Ruby Riley

Candidate

Pronouns	She/her
Full Name	Ruby Riley
Ethnicity	New Zealand European
Iwi affiliation	

Location and Availability

Current location:	Wellington
Preferred work location:	Wellington / Auckland
Availability:	Immediately
Work eligibility:	NZ citizen or permanent resident
Criminal convictions:	No

Education

University:	University of Canterbury
Degree:	Bachelor of Communication, Majoring in Communication Strategy & Practice

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Role Interest

Role interest:	Strategy / Planning, PR / Experiential / Social, Open to any role
What draws you to advertising?	The ability to turn data and research into something creative that people actually want to engage with – and also the variety – working with different clients, meeting new people, sharing ideas, constantly being inspired.
What skills or strengths would you bring to an agency?	I think my main strength is my curiosity. I always like to go beyond the surface to understand why something is effective/why a certain ad appeals more than others. I also bring strong interpersonal skills. I love working and learning from different perspectives & personalities, and I think I'm able to build rapport while still being comfortable contributing my own ideas. Spending a semester in Copenhagen also broadened my cultural perspective, helping me better understand how context, culture, and different experiences shape the way people interpret and respond to communication.