

Graduate Summary – Suhana Garg

Candidate

Pronouns	She/her
Full Name	Suhana Garg
Ethnicity	Indian
Iwi affiliation	

Location and Availability

Current location:	Auckland
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 Auckland
Degree:	Bachelor of Commerce, Marketing and Information Systems

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Role Interest

Role interest:	Account Management / Client Service, Strategy / Planning, PR / Experiential / Social
What draws you to advertising?	What excites me about advertising is creation – creating brand strategies, brainstorming ideas and thinking of ways to sell products that meet people's needs. I really enjoyed coming up with ideas to sell a new version of a Red Bull drink for my Marketing Showcase project, and to advertise it through a real-life mock-up of the drink, comic strips and animated video ads. Understanding how people think and what content they enjoy helps me see why I would be eager to work in advertising. As a Creative Technologist, I like asking people why they choose to create certain products, what their preferences are, and how they experience creating products as part of the business course experience. Influencing people around me and their emotions through effective advertising is an exciting experience I would love to be part of.
What skills or strengths would you bring to an agency?	I bring a mix of creative and analytical skills through my degree and practical experience. Through freelance brand and web design work, I've designed brand guidelines and content roadmaps with complete end-to-end customer journeys, research, and usability testing, so I understand both the creative and strategic sides of a project. My information systems background means I'm comfortable with data: building Power BI dashboards, spotting trends, and turning numbers

into insights non-technical stakeholders can act on. I'm also a strong communicator and facilitator, having led workshops for 2000+ students and conducted 90+ stakeholder interviews, so I understand the importance of effective communication and delivering the right message for brands and organisations. Above all, I enjoy creating and innovating new campaigns and solving puzzles of figuring out what will resonate with an audience.