

Graduate Summary – Tabitha Stevenson

Candidate

Pronouns	She/her
Full Name	Tabitha Stevenson
Ethnicity	New Zealand European
Iwi affiliation	

Location and Availability

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

Education

University:	University of Otago
Degree:	Bachelor of Commerce, Major in Marketing, Minor in Communications

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Role Interest

Role interest:	PR / Experiential / Social, Media
What draws you to advertising?	How the advertising industry is dynamic, creative, informative, exciting and changeable. I like how there are lots of different opportunities that come with advertising.
What skills or strengths would you bring to an agency?	The skill set I would bring to an agency is a combination of creativity, curiosity and thinking outside of the box. I often take a different perspective when thinking about planning and implementing tasks and objectives. I ask a lot of questions as I look at the different angles and opportunities in the creative process. I love working with people and learning from other perspectives and opinions too. I am very energetic, committed and hard working. I will never give up until the job is done. University has taught me how to work collaboratively with other people as many assessments were group work. It is important as in the workplace is filled with many different types of people. Relationship building with colleagues, clients and all stakeholders in projects is a big part of success in advertising as we need to understand our clients as well as the audience we are trying to capture in our delivery of outcomes.