

Graduate Summary – Tala Dwyer

Candidate

Pronouns	She/her
Full Name	Tala Dwyer
Ethnicity	New Zealand European
Iwi affiliation	

Location and Availability

Current location:	Auckland
Preferred work location:	Auckland
Availability:	Within 1 month
Work eligibility:	NZ citizen or permanent resident
Criminal convictions:	No

Education

University:	Victoria University of Wellington
Degree:	Bachelor of Communications, majoring in Marketing and minoring in Media

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Role Interest

Role interest:	PR / Experiential / Social, Media, Strategy / Planning
What draws you to advertising?	I've worked in retail for almost 5 years and people-facing roles my entire working career, so I can see how products sell at shelf level. I also know that I interact with advertisements and brands daily and love to follow what my favourite brands are doing to stay relevant. It would be cool to be a part of that process and contribute.
What skills or strengths would you bring to an agency?	I am organised and good at managing multiple projects at once, which is something that I have built up through years of working in fast-paced environments as well as studying. I pick up things pretty quickly and am comfortable being thrown into something new and figuring it out. I am also very social and great with people. A big part of my current role is building relationships with tenants and getting to know them. I think being someone people feel comfortable around is pretty useful in an agency environment where you're constantly working across teams and dealing with different personalities.