

Graduate Summary – Talia Hope

Candidate

Pronouns	She/her
Full Name	Talia Hope
Ethnicity	Tokelauan / 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 Commerce, Majoring in Marketing

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Role Interest

Role interest:	Open to any role
What draws you to advertising?	What draws me to advertising is that it sits between creativity and understanding people. I have always enjoyed the creative side of marketing, but through studying I realised I'm equally interested in the research behind why something works and how different audiences respond to it. I like the idea of taking an insight about people and turning it into something creative that actually connects with them.
What skills or strengths would you bring to an agency?	I am extremely eager to step into a role where I can apply the skills and experience I have gained through my internships and university studies. Being a New Zealander of Tokelauan and European descent, raised in China, I embrace my identity as a global citizen and value the diversity of perspectives it has given me. I believe this background helps me understand and connect with people from different backgrounds, and would allow me to contribute to creating thoughtful and inclusive work for a range of clients and audiences. I enjoy figuring out how to communicate an idea in a way that makes sense for the audience. I like asking questions, exploring different approaches and understanding the thinking behind a project. I'm keen to learn from the people around me, contribute where I can and develop my skills.