

Graduate Summary – Tania Okey

Candidate

Pronouns	She/her
Full Name	Tania Okey
Ethnicity	New Zealand European
Iwi affiliation	

Location and Availability

Current location:	Canterbury
Preferred work location:	Auckland
Availability:	Immediately
Work eligibility:	NZ Citizen or permanent resident
Criminal convictions:	No

Education

University:	University of Canterbury
Degree:	Bachelor of Commerce, Major in Marketing

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Role Interest

Role interest:	Media, PR / Experiential / Social, Account Management / Client Service
What draws you to advertising?	I enjoy the creative side of advertising, especially developing campaign ideas and designing visuals that help brands communicate with their audience.
What skills or strengths would you bring to an agency?	Market research – Conducted market research and competitor analysis through university projects and client work during my marketing internship. Consumer behaviour research – Analysed consumer behaviour to inform marketing recommendations and campaign strategies in academic and practical projects. Management & organisation – Managed multiple university assignments, part-time retail work, and internship deadlines while maintaining high-quality outcomes. Creative problem solving – Developed engaging social media content and adapted creative concepts to suit different brands and target audiences. Digital marketing – Google Ads Display & Search certified with knowledge of campaign structure and digital advertising principles. Design software – Experienced using Canva and Figma to create social media content, marketing assets, and visual concepts. Data analysis – Used Excel and other data analysis tools to organise, interpret, and present marketing research findings.

	Operational systems - Confident using POS systems, Microsoft Office, Google Workspace, and workplace software in retail and administrative settings.
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