

LILIAN KIDD

**Bachelor of Commerce Student,
Major in Marketing
University of Otago**

ABOUT ME

I'm Lilian Kidd, 20, and in my final year of a Bachelor of Commerce majoring in Marketing at the University of Otago. I grew up in Dubai and moved to New Zealand at 13, which has definitely shaped the way I see the world. I'm finishing up my degree this year and moving back to Auckland once I graduate. Creativity has always been a big part of who I am, from art and media studies in school to making collages and social content at uni. Outside of study, you'll usually find me at hot yoga or Pilates, or spending time with friends at the beach. I'm someone who enjoys learning, taking on new challenges, and finding environments where I can grow.

EDUCATION

**University of Otago
Dunedin, NZ**

Bachelor of Commerce (BCom),
Marketing (Major)

2024 – Present

**King's College
Auckland, NZ**

2020 – 2023

**Diocesan School for Girls
Auckland, NZ**

2018 – 2019

**Dubai International School
Dubai, UAE**

2010 – 2017

WORK EXPERIENCE

Marketing Intern

Presbyterian Support Northern – Auckland, NZ

Nov 2025 – Jan 2026

Delivered a full market research project, including analysis and a structured marketing report to support strategic decision-making.

Supported the marketing team with day-to-day tasks, contributing to campaign planning, content preparation, and general office operations.

Assisted with various marketing and administrative duties to keep projects moving efficiently.

Assistant Rowing Coach

Epsom Girls College – Auckland, NZ

Nov 2025 – Jan 2026

Coached and mentored young rowers, promoting discipline and teamwork.

Casual Waitress

Urban Gourmet Catering – Auckland, NZ

2024 – Present

Delivered professional service at conferences, award shows, and large events.

Worked efficiently under pressure in fast-paced environments.

Residential Assistant

KIA ITA Residential Assistant – University of Otago

Jan – Feb 2025

Supported Māori and Pacific students entering university through the KIK START & KIA ITA programs.

Provided mentorship, wellbeing support, and created an inclusive residential community.

Assistant Rowing Coach

King's College Rowing Club – Auckland, NZ

Aug 2023 – Jan 2024

Nov 2024 – Jan 2025

Coached and mentored young rowers, promoting discipline and teamwork. Created and managed a student-run Instagram account with 700+ followers to showcase rowing success and foster community.

TECHNICAL SKILLS

- Full New Zealand Driver's Licence
- Proficient in Microsoft Excel
- Website creation experience (WordPress/Wix)
- Automated email marketing (Brevo)
- Social media management and content creation
- Basic graphic design (Canva)
- Understanding of Google Ads and metrics

PERSONAL SKILLS

Management

- Managed student crews and training plans as Assistant Rowing Coach.
- Organised 50+ guided tours weekly at King's College, coordinating students and families.

Teamwork

- Collaborated with prefects to run initiatives and school events.
- Supported Māori and Pacific students alongside fellow Residential Assistants.

Willingness to Learn

- Push myself in new environments, adapting quickly and taking on challenges.

Digital Fluency

- Confident with paid ads, SEO basics, and how platforms like Google Ads and Meta work.

Digital Literacy

- Able to read performance results and make smart improvements based on what's working.

Strong communicator

- Confident sharing ideas and working with different people to get things done.

WORK EXPERIENCE

Waitress

Speights Ale House – Stonefields, Auckland
Feb – May 2023

Took orders, served food, and ensured customer satisfaction.

Cashier & Food Prep

Eden Park Catering – Auckland, NZ
Aug – Nov 2022

Processed transactions and prepared food during large-scale sporting events.

Checkout Cashier

New World – Remuera, Auckland
Dec 2021 – Jan 2022

Managed cashier transactions and provided friendly service.

ACHIEVEMENTS AND AWARDS

Digital Marketing Simpternship – Stukent

Māori University Entrance Scholarship (2024)

Top NCEA Student in Design (2022 & 2023)

Top NCEA Student in Media Studies (2022)

Leadership Roles at King's College: Deputy Head of House, School Prefect, Head of Guiding, Marketing Manager – Phillips Society (2023)

YES (Young Enterprise Scheme) – Auckland Central 3rd Place (2022)

Leith Menzies Cup for most Successful Coxswain – King's College Rowing (2022)

Maadi Cup National Championships – Rowing (2021, 2022, 2023)
4th Place, Boys U18 Coxed Four – Springbok Shield (2023)

William Pike Award (2019)

REFERENCES

Lisa Rudolphe

General Manager, Fundraising, Marketing & Social Enterprise
PSN – Presbyterian Support Northern

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University of Otago

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Former manager

Gina Adams

Housemaster of Marion Bruce House and English Teacher
King's College

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Mentor and former teacher