

RUBY RILEY

BACHELOR OF COMMUNICATIONS GRADUATE

SUMMARY

Hi! I'm a Bachelor of Communications graduate with a strong interest in strategic and creative communications. Through university projects, including the integrated HALO-South campaign, I developed experience in campaign ideation, content creation, and presenting creative concepts. Alongside my studies, I built strong communication, collaboration, and adaptability skills through fast-paced customer-facing roles and international experience at Copenhagen Fashion Week. I'm highly organised, proactive, and eager to contribute fresh ideas in a collaborative agency environment while continuing to grow creatively across brand, digital, and campaign work.

EDUCATION

University of Copenhagen | COPENHAGEN, DENMARK

- August 2025 – December 2025
- University exchange

University of Canterbury | CHRISTCHURCH, NEW ZEALAND

- 2023 – 2025
- Bachelor of Communication, majoring in Strategic Communication

Queen Margaret College | WELLINGTON, NEW ZEALAND

- 2015–2021
- High school education

Open Polytechnic | Remote

- June 2026
- Generative Artificial Intelligence Micro-credential

COMMUNICATIONS & CAMPAIGN EXPERIENCE

HALO-South Project | Semester 1 2025

- Co-developed an award-winning integrated campaign in collaboration with the German Embassy in Wellington
- Used audience and campaign insights to inform strategy, messaging, content and recommendations
- Supported campaign planning, execution and performance analysis, using results to identify opportunities for improvement
- Created visual and digital content designed to communicate complex information clearly to target audiences
- Contributed to a campaign whose assets were selected by the German Embassy Wellington for use in real-world social media activity

Content Creation & Social Media (@The Grassroots Club) | Semester 2 2024

- Co-Founded and grew a CrossFit Instagram account from 0 to 3,700+ followers
- Created engaging, brand-aligned content and built an active online community
- Experienced across major social platforms with a strong understanding of audience engagement

BRAND ENGAGEMENT EXPERIENCE

COPENHAGEN FASHION WEEK – JANUARY 2026

Production Assistant – Taus

- Supported backstage operations and show execution in a fast-paced environment
- Assisted with coordination of production elements to ensure smooth delivery

Volunteer – Baum und Pferdgarten

- Managed guest seating and contributed to a seamless audience experience
- Worked closely with team members to maintain efficient front-of-house operations

Pre-Production Volunteer – Stem

- Assisted with event setup and logistics coordination
- Contributed to timely delivery of staging and preparation tasks

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WORK EXPERIENCE

DENTAL ASSISTANT | WELLINGTON DENTISTS – MAY 2026 -> PRESENT

- Working within a fast-paced clinical environment requiring accuracy, organisation and attention to detail
- Quickly learn and use new systems and processes to support efficient day-to-day operations
- Communicate professionally with patients and team members while managing competing priorities
- Support the smooth running of appointments through preparation, coordination and timely execution

CUSTOMER SERVICE ASSISTANT | MOORE WILSONS 2022–2025

- Delivered high-quality service in a fast-paced environment
- Acted as a key point of contact with strong interpersonal communication
- Trained new staff and supported team coordination
- Maintained high standards of presentation and organisation
- Welcomed back for full-time work every university break

ROWING COACH | QMC ROWING – JULY 2026 -> PRESENT

- Plan and deliver training sessions, adapting plans based on athlete performance and progress
- Analyse performance and provide targeted feedback to improve technique and results
- Manage multiple priorities during sessions, making quick decisions and adjusting plans when circumstances change
- Develop strong communication and problem-solving skills through working with athletes with different abilities and needs

PRODUCTION ASSISTANT/RUNNER – BREAKOUT ROOM/MBM – FREELANCE 2026

- Provided on-set support and completed runner duties, assisting the production team with tasks and shoot requirements as needed (Photoshoots)

SKILLS

- **Proficient in Adobe Creative Suite & Canva**
- **Digital Campaign Analysis & Optimisation:** Evaluating campaign performance to identify drivers of success, troubleshoot delivery issues, and recommend improvements.
- **Collaboration:** Collaborated with peers and the German Embassy in Wellington for our HALO South project to win best campaign
- **Content creation:** Founded and grew a CrossFit Instagram account from 0 to 3,700+ followers through authentic storytelling, visual branding, and consistent community engagement.
- **Adaptability:** Adjusted quickly to new academic, cultural, and social environments in Copenhagen

ACHIEVEMENTS & INTERESTS

- Queen Margaret College Rowing team: 2018–2021
- Queen Margaret College Competitive Netball: 2016 – 2021
- Tramping – completed multiple New Zealand Great Walks
- **House prefect:** Organised and led event production and team participation, contributing to cohesive and motivated student community & student events

REFEREES AVAILABLE UPON REQUEST