

Tania Okey

PERSONAL STATEMENT

Moving towards graduate positions, I bring a creative mindset and blend my marketing and management knowledge, along with real-world retail and digital marketing experience. I push creativity into social media content for clients and working in person has allowed me to connect with teams strengthening my communication and problem-solving abilities. My strong work ethic and eye for innovation for impactful business strategies is what makes me stand out. I am excited to obtain knowledge, for the opportunity ahead and the service I can provide.

KEY SKILLS

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.

EXPERIENCE

Darkberry Marketing and PR Intern | February-June 2026

- Designed and created promotional social media content for clients using Canva
- Conducted market and audience research to support targeted marketing strategies
- Developed advertising content aligned with client branding and consumer demographics

Tegal Chicken Farm | 2018-current

Double R Chicken farm worker, family business

- Labour work includes maintenance to farm, heavy lifting of stock, fast pace action.
- Working on site and assisting technology, creating forms, banking, operating systems

Retail experience 2021-2026

- Initiatives such as *Farmers department store*, *Green meadows beef* and *Lovisa* between New Plymouth and Christchurch.
- Office assistance, organisation of online orders and delivery. Front store work, POS operating systems.
- Stock take and store management assistance, managing when leaders are absent.
- Delivered customer service and styling support in a fast-paced retail environment, managing stock and maintaining visual merchandising. Strengthened sales and communication skills.

Master Class dance studio | 2020-2021

- Supported instructors with teaching dance classes and choreography.
 - Prepared classes and managed studio space before lessons
 - Assisted with showcases and fundraising events while building leadership and teamwork skills
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EDUCATION

University of Canterbury | 2023- 2026 June

Bachelor of Commerce, Major in Marketing

- University of Canterbury, New Zealand, focusing on consumer behaviour, branding, and digital strategies. Developing understanding in market research, campaign planning, visually creative marketing designs.
- Experience in marketing proposals, market research, presentations of final works, data research. First year Fine arts.
- Volunteering for Children's University, Women in business Club, ENTRE Club.

Sacred Heart girls' High school New Plymouth 2016-2022

- Graduated with Merit endorse across NCEA.
- Show quest winning group across New Zealand 2017.
- Barista Course completed in 2022