

Craig Jefferson

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Auckland 0632

Citizenship: New Zealand

Driver's License: Full

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Education

Aug 2009 – Jan 2010 **Auckland Abroad Student Exchange (one semester)**
 Lund University, Sweden

- o Attended the 2009 COP 15 Climate Change Conference in Copenhagen.
- o Studied Environmental Sustainability, Human Ecology and Corporate Culture

Feb 2007 – Jan 2010 **Bachelor of Commerce (Marketing & Management)**
 University of Auckland, New Zealand

- o Worked with clients including Feltonmix Ltd and Living Nature NZ Ltd on marketing and management projects.
- o Studied; Contemporary Marketing, Advertising, Organizational Management, Project Management, Innovation, Economics, Statistics and Law.

Jan 2002 – Dec 2006 **Westlake Boys High School, New Zealand**
 Cambridge International Examinations (CIE)

- o Consistently in top 3 performing classes out of 16.
- o Active Peer Leader and Peer Mediator.

Work Experience

April 2010 – Aug 2010 **Marketing Coordinator**
 Anakan GmbH, Berlin, Germany

Duties covered:

- o Responsible for coordinating the entire marketing function for this video game localisation company.
- o I represented Anakan GmbH and managed relationships with high profile blue chip clients including Electronic Arts, Sony PlayStation and Nintendo.
- o Reported directly to the Chief Executive Officer, whom was responsible for my training.

- o Generated media attention for company through online, social media, press releases and brochures.
- o Experience in website content creation (Joomla! CMS), graphic design (Adobe Creative Suite 5 including Photoshop) and database maintenance (Excel).

Jul 2009 – Aug 2009 **Assistant Business Case Writer**
University of Auckland Business Case Centre

Duties covered:

- o Creative, concise and informative writing, supported thorough database and open-source research and editorial duties. Focus was on New Zealand businesses spanning various industries including Furnware and Hallenstein Glassons.
- o Fostered relationships with business leaders and entrepreneurs through interviews and documentation of firms at trade fairs.
- o Videography of interviews and on-site contextual photography.

Nov 2008 – Mar 2009 **Summer Intern, University of Auckland Department of Engineering, Innovationz Auckland**

Duties covered:

- o I transformed PhD work into material for use by students and partner companies to aid the uptake of innovative practices in the manufacturing industry. Specifically focused on small-to-medium enterprises in New Zealand.
- o This involved writing, editing, research, website maintenance, content creation and online and print-based marketing for target audiences.

Jan 2008 – Jul 2008 **Waiter, Cashier Operator (part time)**
Paper Moon Café Ltd, Auckland

- o Valued team-player for efficient service and people-skills at popular café.

Relevant Skills

Problem Solving & Analysis

Specific achievements:

- o In school I mentored and mediated younger students to resolve disputes and find solutions to problems.
- o I have a track record as a valued team member in university group assignments. I received one award and achieved consistently good grades.
- o At Anakan GmbH and the Business Case Centre I applied my ability to critically analyse and solve issues in real-life contexts.

Written and Oral Communication

Specific achievements:

- o My patience and empathy was valued in promoting effective communication between my colleagues at Anakan GmbH. Misunderstandings sometimes arose from differences in language in an environment comprised of diverse nationalities.
- o I have concise, effective skills of writing through my role at the Business Case Centre at Auckland University.
- o I communicate well with people from all walks of life, as well as with stakeholders internal and external to the firm.

Life Experience

Specific achievements:

- o My year abroad studying, working and travelling in Europe gives me maturity and drive. I bring essential life skills, independence and sound decision making.
- o Working with diverse cultures is where I thrive best. I took on a bartender role in a student bar in Sweden to better engage with the new culture.

Self-Development

- o To seize opportunities to learn and develop further is for me essential. I seek to build on my life skills. New experience and avoiding complacency is key.

Scholarships and Awards

The Universitas 21 Exchange Award

The 360 Auckland Abroad Exchange Travel Award

Runner-up in The University of Auckland Undergraduate Marketing Communications Team Awards.

Extracurricular Activities

Sports & Creative Pursuit

- o I have a passion for the outdoors and regularly swim, play golf, kayak and cycle.
- o I enjoy experiencing new people and cultures through travel.
- o Photography and creative arts.

Referees

Mrs. Janine Piper, Lecturer, The University of Auckland

Email: j@auckland.co.nz

Tel: +64 9 373 9999, ext 84279 (work)

Mr. Mandoro Alberto, Head of HR & Administration, Acme GmbH

Email: alberto@acme.de

Tel: +49 (0) 30 531 555 450 (work)

Additional Documents (Available at request)

- o University of Auckland Certificate of Graduation
- o Anakan GmbH Internship Certificate
- o Character & Academic References (Helen Nicholson and Joe Beer)
- o Examples of marketing material created