

Jack Williams

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PROFILE

Commerce graduate (University of Auckland, First Class Honours in Marketing) with agency internship experience and a strong community-involvement record. Looking for a graduate marketing or insights role in Auckland; comfortable with analytics tools and presenting to clients.

EDUCATION

BCom (Hons), Marketing – First Class Honours

2021 – 2025

University of Auckland

- Honours dissertation: loyalty-programme switching among NZ grocery shoppers (A)
- Senior Scholar award, Department of Marketing (2024)
- Exchange semester: University of British Columbia, Vancouver (2023)

WORK EXPERIENCE

Marketing Intern

Nov 2024 – Feb 2025

Harbourline Agency – Auckland

- Built monthly performance reports (GA4, Meta) for 6 retail clients
- Drafted social copy that lifted client engagement rates by 25% over the summer campaign
- Audited GA4 conversion tracking for two clients and fixed broken event tagging
- Presented the end-of-summer insights review to client marketing managers

Marketing Assistant (fixed-term)

Jul – Oct 2024

University of Auckland Student Association

- Ran event promotion across Instagram and campus screens for orientation events (4,000+ attendees)

Barista / Duty Manager (part-time)

2021 – 2024

Kowhai Coffee Co. – Auckland

- Ran weekend shifts of 5 staff; trained new hires on service standards
- Handled weekend cash-up, stock ordering, and supplier deliveries

VOLUNTEER / COMMUNITY

- Surf Life Saving NZ – patrolling member, Piha SLSC (2019–present); IRB crew qualified
- Coach, junior touch rugby, Auckland club league
- Event volunteer, Round the Bays Auckland (2022–2024)

SKILLS

GA4, Meta Ads Manager, Canva, Mailchimp, Hootsuite, Excel, basic SQL

Presenting, plain-English reporting, client communication

REFEREES

Available on request.