

Andre Rose

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PERSONAL STATEMENT

I am a recent Bachelor of Commerce graduate majoring in Marketing and Management, with a strong foundation in digital marketing, managing people and teams, and strategic marketing. I have hands-on experience collaborating with diverse teams to create campaigns throughout my studies, utilising tools like Google Analytics and SEMrush. Applying digital marketing skills developed through a HubSpot certification, as well as proven team leadership in a fast-paced environment at Domino's, I am eager to prove myself in the workforce and support data-driven campaigns.

KEY SKILLS

- **Marketing Expertise:** Completed advanced coursework in Digital Marketing, Consumer Behaviour and Advanced Marketing Strategy, gaining insights into market research, campaign planning, and audience engagement.
 - **Management Experience:** Managing at Domino's and Caltex, along with my management studies, strengthened my leadership, team coordination, and organisational skills.
 - **Teamwork & Communication:** Collaborated effectively with diverse teams in professional and academic environments to achieve shared goals.
 - **Data Analysis & Digital Tools:** Proficient in using Excel, SEMrush, Google Trends, and Google Analytics to analyse market data, optimise campaigns, and inform business decisions.
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UNIVERSITY PROJECTS

- Completed projects using Google Analytics, SEMrush, and Google Trends to analyse consumer behaviour and market trends.
 - Created mock social and email campaigns as part of Advanced Digital Marketing coursework.
 - Hubspot certified in digital marketing strategies, including SEO, social media, and lead nurture workflows.
 - Applied CRM principles and customer segmentation strategies during simulated campaign coursework.
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WORK EXPERIENCE

Domino's – Delivery Expert and Shift Manager (Mar 2023 – Present)

- Led a team in a high-pressure environment, improving workflow, time management, and team communication.
- Delivered exceptional customer service, ensuring accurate, timely orders.
- Maintained an average delivery time of 20 minutes, with orders in the oven within 2 minutes of being placed.
- Fostered a positive and friendly team environment through a proactive and optimistic leadership style.
- Responsible for store opening/closing procedures, including float management.

Prima Collision Repairs – Car Groomer & Parts Manager (Nov 2021 – Feb 2022)

- Managed inventory and quality control for workshop parts and deliveries.
- Groomed vehicles efficiently before client pickup, completing full wash/dry/vacuum within 20 minutes each.

- Maintained accurate records using checklists and organised parts by job number for mechanics.

Caltex – Site Manager (2018 – 2020)

- Managed site operations solo while still in high school, including early open and close shifts.
- Responsible for cash handling, till balancing, and daily sales tracking.
- Created a product expiry system to discount nearly expired stock, reducing waste and boosting sales.

EDUCATION

- **Bachelor of Commerce (Marketing & Management Double Major)**
University of Auckland (Mar 2022 – June 2025)
- **Bachelor of Engineering (Incomplete)**
University of Canterbury (Feb 2021 – Nov 2021)
- **Level 3 NCEA**
Glendowie College – (Feb 2016 – Nov 2020)

ACHIEVEMENTS

- **HubSpot Digital Marketing Certification (2024):** Developed expertise in website optimisation, social media strategy, email marketing, and CRM workflows.
- **Golden Key Mentor (2021):** Volunteered as a mentor for primary school students through a challenging project, presenting our work at a large function at the end of 12 weeks.
- **Duke of Edinburgh Bronze Award (2017):** Awarded for resilience, leadership, and community service. Volunteered at the local OSCARS after-school centre, leading games and activities with children for 12 weeks.

UNIVERSITY INVOLVEMENT

- **Chess Club (2024-2025)**
- **Te Haerenga (2025)**
A fun weekly session for Māori and Pasifika students to learn relevant workplace skills and social networking.

INTERESTS

- Enjoyer of educational and philosophical literature; completed “Journey to the West”, “1984”, “The Art of War” this year (currently reading “A Short History of Nearly Everything”).
- Dedicated to physical and mental well-being, I train at the gym 4 times per week, and go for planned hikes with friends once every couple of months (Completed the Tongariro Crossing this year).
- Have fun playing strategy games and actively working to improve my chess rating.
- Techno is my favourite genre of music, as it keeps me focused and productive.

References available upon request.