24 November 2024

Auckland University of Technology

55 Wellesley Street East Auckland 1010

***Re: AUT Online Programme Advisor***

I would like to apply for the position of AUT Online Programme Advisor, as advertised. With over seven years of experience in client advisory and operational support, including six years in student-centred services, I have refined my ability to deliver exceptional advisory support while achieving organizational objectives. The opportunity to contribute to AUT's growing online-by-design portfolio aligns seamlessly with my expertise in student advisory, data-driven insights, and process optimization.

As a Student Advisor at AUT, I served as the primary point of contact for diverse student populations, providing tailored advice on admissions, enrolments, and academic planning. By analysing complex situations—such as evaluating applicants’ academic details against entry criteria and identifying suitable alternatives—I maximized intake and fostered high levels of engagement and satisfaction. Collaborating across departments, including Disability, Māori Liaison and Mental Health and Counselling, I effectively addressed the needs of at-risk students, demonstrating skills directly applicable to this role's focus on proactive outreach and retention.

In my role as Senior Programme Administrator, I optimized workflows by implementing solidified training methods for administrators, enabling consistent and efficient enrolment processing and application assessments. These efforts not only streamlined operations but also ensured fast-tracked, high-quality outcomes for both staff and students.

Following my role at AUT in September 2024, I strategically focused on developing skills crucial for modern education delivery. I advanced my expertise in data visualization and analytics using Excel and Python, while also learning design tools like Premiere Pro and Canva. This professional development demonstrates my commitment to continuous learning and readiness to contribute to innovative projects that combine operational excellence, analytics, and design.

The emphasis on consultative sales in this role resonates strongly with my achievements at AA Insurance, where I was recognized as "Sales Consultant of the Month." Handling over 500 inbound calls monthly, I developed a results-oriented sales approach grounded in empathy and trust-building. This expertise translated seamlessly into my advisory roles, where I managed approximately 250 student-related calls per month, fostering meaningful connections and driving positive outcomes.

**Key highlights of my qualifications include:**  
• **Digital Proficiency**: Proficient in systems such as Arion, Canvas, and Microsoft Dynamics CRM, as well as data visualization tools like Excel and Python, enabling efficient advisory services and data-driven decision-making.  
• **Creative Proficiency**: Basic skills in design tools such as Premiere Pro and Canva, enabling effective collaboration with marketing and communications teams through a solid understanding of their workflows and creative processes.

• **Cultural Responsiveness**: My commitment to Te Tiriti o Waitangi is reflected in collaborations with Māori Liaison teams to promote inclusive and culturally safe learning environments.  
• **Process Improvement**: Experience in User Acceptance Testing (UAT) and service optimization equips me to contribute to AUT Online's continuous improvement initiatives.

I am inspired by AUT's innovative approach to online learning and its commitment to enhancing the student experience. I am equally intrigued by the opportunity to blend day-to-day operations with analytics, design, and marketing strategies. With a proven track record of exceeding performance goals, a deep understanding of the student journey, and a passion for integrating technology and creativity in education, I am eager to contribute to AUT Online's success.

Thank you for considering my application. I look forward to the opportunity to discuss how my skills and experiences can support AUT Online in achieving its enrolment and student success goals.

Warm regards,  
**Jonathan Park**