

# ORLANDO KING

BACHELOR OF COMMUNICATIONS, MAJORING IN ADVERTISING AND SCREEN PRODUCTION

## CONTACT

- +64-21-188-6703
- [sirorlandoking@gmail.com](mailto:sirorlandoking@gmail.com)
- [Portfolio Website](#)

## SKILLS

- Adobe Skills (Photoshop, Premiere Pro)
- Art direction and copywriting
- Writing
- Directing
- Operating film equipment
- Understanding the brand's voice, identity, and strategy
- Knowledge of media and popular trends
- Microsoft Office Suite
- Editing and proofreading

## EDUCATION

**Bachelor of Communications**  
Auckland University of Technology  
July 2022- June 2025

## AWARDS

**Highly Commended  
Integrated Campaign**  
Advertising Capstone  
Challenge 2024

**AXIS Student Challenge  
Finalist**  
AXIS Student Challenge 2025

## REFERENCES

**Kylie Williams**  
Retail Concierge Manager - Precinct  
Properties  
+64-21-249-2088  
[kylie.williams@precinct.co.nz](mailto:kylie.williams@precinct.co.nz)

## PROFILE

I am a 22-year-old recent graduate of Auckland University of Technology, with a bachelor's degree in Communication Studies with a specialisation in Advertising and Screen Production. I am a passionate and creative individual who hopes to build a career in media after graduating. I have a deep interest in the arts, which I explore through studying Screen Production at university, while also painting in my free time. Additionally, I am an avid reader with a strong interest in politics and current affairs.

## ACADEMIC PROJECTS/PORTFOLIO PIECES

### The Grind: NAB Gets Me

For the 2024 Advertising Capstone Challenge, advertising and marketing students across Australia and New Zealand were tasked with solving a real-world business problem presented by the Australian bank NAB. The problem is that Gen Z's awareness of NAB has fallen off. Our solution is to become the number one cheerleader for Gen Z entrepreneurs from inspiration to manifestation. This campaign was awarded Highly Commended Integrated Campaign, the second top prize at the awards.

### Lego Masters: Mini Masters

For the 2025 AXIS Student Challenge, we were asked to select a national or global brand that is currently a client of a New Zealand ad agency and devise an idea that employs any new or emerging technology from the past three years to express our chosen brand's purpose innovatively. The result: Mini Masters, an idea for Lego Masters to use generative AI to help turn children's drawings into real-life Lego figures. Mini Masters is now one of three 2025 AXIS Student Challenge finalists.

## RELEVANT WORK EXPERIENCE

**Retail Concierge - Precinct Properties**  
June 2023 - July 2025

I worked for Precinct Properties for over two years as a member of the Retail Concierge team. Key responsibilities for this role include,

- Being a brand advocate for Commercial Bay and all other retailers and hospitality venues.
- Assist with enhancing service offerings.
- Supporting the marketing team, being knowledgeable of all marketing campaigns and events, and communicating and promoting these events to customers.
- Assisting the Centre Management team with ad-hoc requests and requirements.
- Respond to complaints on behalf of Precinct and report them to upper management
- Being proficient in Microsoft Office Suite