

INTERN INVASION

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Tena koe, my name is Zoë, I am a 23 year old from Dunedin and I am a Design/Marketing intern at Firebrand.



This is currently my third internship. My first was while I was still in school. It was with Mediaworks as a high school radio intern for 'The Edge' which lasted the school year. This was my first experience with how beneficial internships can be, I was mentored and supported while exploring different aspects there are in the career of media.

After finishing high school in 2015, I went to Otago University and studied a Bachelor of Arts, majoring in Media Communications, minoring in Art History and Visual Culture. While studying in my final year at university I completed another internship. This internship was with the Dunedin Public Art Gallery Society that lasted one semester. During that internship, I developed a project and got some work experience.

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After spending my last semester at university on exchange in Denmark, I came back home and graduated in 2019. After I graduated I spent the second half of the year reflecting on what I enjoy and what type of career I am interested in. I was applying for the occasional job but felt a bit lost as to what direction I wanted my future to be. In 2020 I was more settled in what I wanted and decided digital media was what interested me the most and I could see an exciting pathway in that. I spent the year applying for jobs and having to face constant rejection.

Unfortunately, my job hunt coincided with a global pandemic so very few were hiring and those who were, were asking for a minimum of three years experience for an entry-level position. This period was a very frustrating time, every time I interviewed I got positive feedback but the one thing holding me back was my lack of experience. Despite having graduated and having some work experience from internships and other unpaid work, I could not find a job. At the time, I felt very undervalued and that no business or company was willing to invest anything into me. So I decided to try and gain some more practical skills that could help to lead me to a career in digital media.

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I am currently halfway through completing a Graduate Diploma in Design at Otago Polytechnic. In this course, I am mainly focused on graphic design with a little bit of web design. I would recommend if you are having trouble finding opportunities to consider gaining new skills and to look for ways you can develop what you already know.

When I first signed up for the Polytech course I was recommended to keep an eye out for any internship opportunities. I first saw this internship with Firebrand advertised on LinkedIn. I would recommend checking LinkedIn for any job opportunities, I have found it can alert you earlier to opportunities and it gives you direct access to the employer's profile. I applied with very low expectations of actually getting the internship, but I felt because I had so many interviews (and rejections) previously I had practice in highlighting what I had to offer and was a lot less afraid of failure.

I was so excited to get this opportunity with Firebrand because of the variety within the internship role. I have enjoyed seeing the different aspects of working in an agency and the chance to explore what areas I am interested in. It is currently my third week working here and I feel I have learnt an insane amount and feel thankful that the Firebrand team is really warm and supportive. I would highly recommend applying for any opportunities like this even if you feel like there is no chance you will get it, you have nothing to lose...

**NGA MIHI,
ZOE**

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