

Aidan Conrad Siu

Marketing & International Business Graduate — Digital Marketing · Brand Strategy · Cross-Cultural Communication
Auckland, New Zealand · +64 22 042 1575 · aidanconradsiu@gmail.com · [linkedin.com/in/aidanconradsiu](https://www.linkedin.com/in/aidanconradsiu)

PROFESSIONAL SUMMARY

Recent Bachelor of Commerce graduate (Marketing & International Business, University of Auckland) with a strong academic record in digital marketing and marketing strategy, including A- grades in Digital Marketing and Advanced Marketing Strategy. Certified in Google Analytics (GA4) and Semrush SEO and Content Marketing, with experience presenting strategic marketing analysis and proposals to industry professionals as part of coursework. An international upbringing across Indonesia and New Zealand brings a natural cross-cultural perspective to brand positioning and consumer behaviour work, supported by hands-on volunteering in high-pressure, fast-paced event environments. Proficient with AI-assisted tools (ChatGPT, Claude) for content creation, research, and marketing ideation. Seeking an entry-level opportunity in digital marketing, brand, or campaign coordination.

EDUCATION

Bachelor of Commerce: Marketing & International Business | University of Auckland 2022 – 2026

- Achieved an A- in Marketing 304: Digital Marketing and Marketing 301: Advanced Marketing Strategy
- Presented marketing analysis and strategy proposals to industry professionals as part of coursework
- Recipient of the University of Auckland Tertiary Foundation Certificate

Sinarmas World Academy | Jakarta, Indonesia 2013 – 2021

CERTIFICATIONS

Get Started Using Google Analytics | Google May 2025
Certificate ID: 57183 143508173

Manage GA4 Data and Learn to Read Reports | Google May 2025
Certificate ID: 57183 143509653

SEO Essentials with Semrush | Semrush Academy Valid to Aug 2026
Certificate ID: aada34685d

Content Marketing Principles for Business | Semrush Academy Valid to Aug 2026
Certificate ID: 9be1f0d30e

EXPERIENCE & VOLUNTEERING

Event Volunteer | Auckland FC — Go Media Stadium 2025 – 2026

- Directed and managed crowd flow across multiple stadium zones during live match events, supporting a safe, organised experience for crowds of thousands
- Coordinated general event-day operations alongside large teams of staff and volunteers
- Built confidence and composure operating in high-pressure, fast-paced environments

Coaching Member | Ultidev Ultimate Frisbee Programme Sep 2018 – May 2019

- Delivered introductory Ultimate Frisbee coaching sessions to primary school students across local community schools
- Adapted communication style to engage different age groups, developing patience and clear instructional skills

Community Volunteer | Habitat for Humanity 2018

- Organised and coordinated monthly donation drives to procure building materials for underprivileged families

SKILLS

Marketing & Strategy: Digital marketing strategy, consumer behaviour analysis, brand positioning, campaign planning, market research & presentation

Tools & Technology: Microsoft Office Suite (Word, Excel, PowerPoint), Google Analytics (GA4), SEMrush, video editing

AI Tools: ChatGPT and Claude for content creation, marketing ideation, research, and image generation

Interpersonal: Cross-cultural communication, teamwork, initiative, adaptability, time management

Languages: English (fluent), Cantonese (conversational)

INTERESTS

Team sports (football, Ultimate Frisbee) · Travel & cultural experiences · Fitness & healthy living · Music