


**ERNESTINE**  
· L E O N A R D ·

# DIGITAL PORTFOLIO

CREATIVE STRATEGY

- About Me
- Resume
- FreshCo
- Porta
- Jeep
- Mazda
- Braun
- Rolex
- Magazine Layout
- Personal Brand
- Hobbies
- Thank You

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 [www.ernestineleonard.com](http://www.ernestineleonard.com)







# About Me

## CREATIVE STRATEGY

My life's narrative is one of unwavering commitment to **personal growth** and a deep passion for the **art of persuasion**.

As a **Student of Advertising**, my journey has been a captivating exploration of communication, human behaviour, and the **transformative power of creative campaigns**. As I continue my journey to unlock the secrets of human behaviour and push the boundaries of advertising creativity, I encourage you to connect and **let's explore the incredible world of advertising together**.

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■ **Profile + Objective**

In pursuit of a creative strategy role, I bring a laser-focused and results-oriented approach as a communications professional. Armed with a BSc in Communication Studies and over a decade of leadership experience, my skills extend to digital marketing, social media strategy, and campaign management. As an excellent team collaborator with a strong focus on delivering measurable results, I offer a unique blend of strategic savvy, meticulous attention to detail, and an unwavering commitment to self-improvement. Poised to make waves in the advertising arena, I am ready to infuse creativity into strategy.

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 175 Shaughnessy Blvd, North York, M2J 1K1

■ **Education**

**Diploma, Creative Advertising, 2023**

Seneca Polytechnic  
Toronto, Ontario.

**BSc, Communication Studies, 2014**

University of Guyana  
Georgetown, Guyana

■ **Work Experience:**

**Deputy Director/Editor-in-Chief, 2022**

Department of Public Information  
Georgetown, Guyana.

**Human Rights Coordinator, 2017**

SASOD Guyana.

**Journalist, 2010**

National Communications Network Inc.  
Georgetown, Guyana.

■ **Recognition**

Won first semester IMC team project that worked with Porta, an authentic Italian food subscription service in Ontario, to improve their customer's experience to retain and regain orders.

Won several in-class impromptu presentations.

■ **Language Proficiency**

English ★★★★★

French ★★★

■ **Hobbies**



■ **Professional Skills**

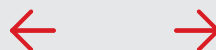
- Copywriting ★★★★★
- Public Relations ★★★★★
- Ad Campaign Conceptualisation ★★★★★
- Brand Strategy ★★★
- Critical Thinking ★★★★★
- Market Research and Data Analysis ★★★★★
- Digital Marketing/Social Media Strategy ★★★
- Content Editing ★★★★★
- Strategic Planning ★★★★★
- Layout and Design ★★★★★
- Report Writing ★★★★★
- Media Planning ★★★

■ **Software Skills**

- Adobe InDesign ★★★★★
- Adobe Photoshop ★★
- Canva ★★★★★
- Brand Watch ★★
- SPSS ★★
- WordPress ★★
- Survey Monkey + Google Forms ★★★★★
- Microsoft Word/Excel/PowerPoint ★★★★★
- Microsoft Teams ★★★★★

■ **Soft Skills**

- Public Speaking/Presentation ★★★★★
- Networking ★★★★★
- Collaboration and Teamwork ★★★★★
- Creativity ★★★★★
- Aesthetic Awareness ★★★★★
- Conflict Resolution ★★★★★
- Customer Relations ★★★★★
- Storytelling/Persuasion ★★★★★
- Emotional Intelligence ★★★★★



**FRESH CO**  
Lowering food prices

**Brand**

**FreshCo**

■ **The Problem**

Many customers see Fresh-Co as a go-to for budget-friendly deals, thanks to its focus on discounts. Yet, their allegiance to FreshCo is fragile and might shift in the event of a negative experience.

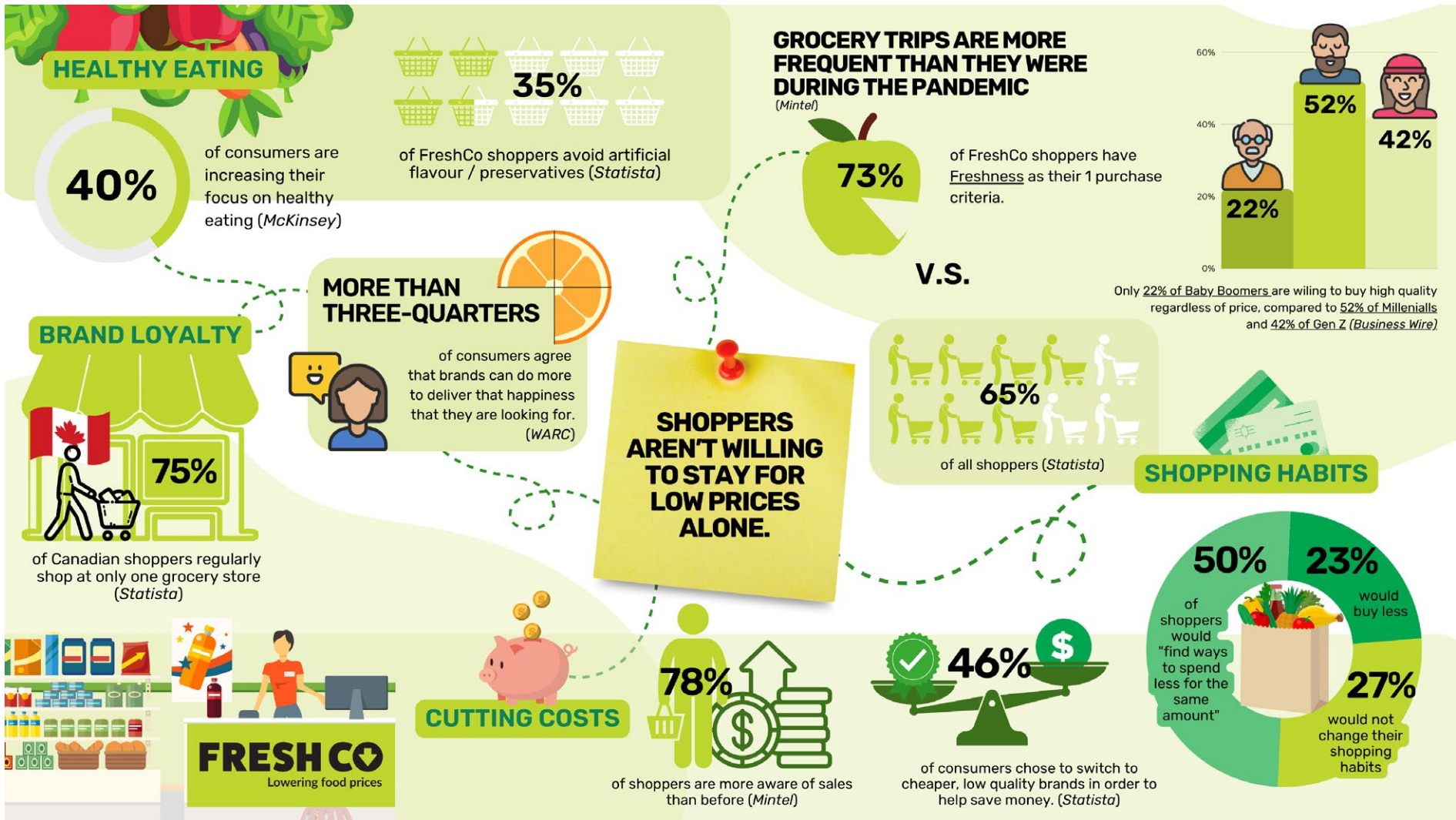
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■ **The ask**

- To improve brand preference and price perception,
- To reposition FreshCo as the go-to discount grocery store for shoppers.
- To increase sales on hero items across the store.



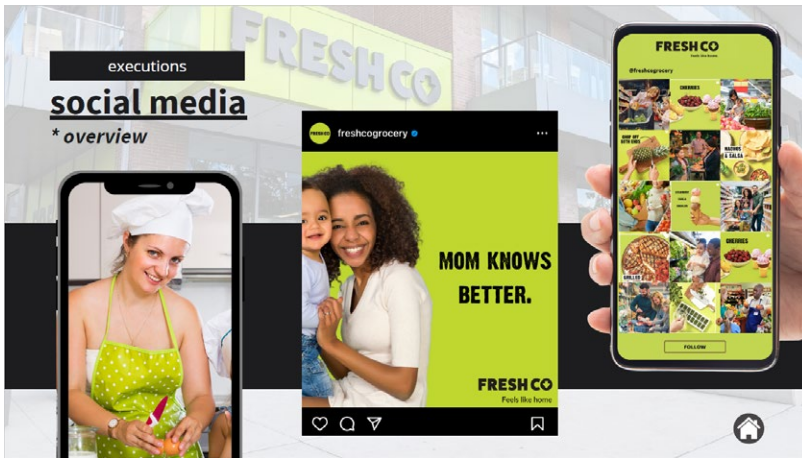




■ **Objective**

To convince Canadians to make FreshCo their first choice regardless of their budget.





**\*family influencers**



@THEBIRDSAPAYA

2.3M FOLLOWERS



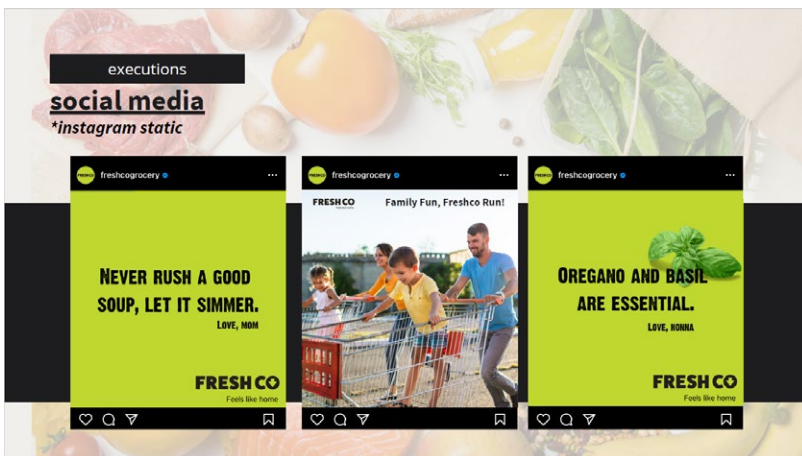
@GHADAHASSAN25

1M FOLLOWERS



@\_ERICASHAW

2.2M FOLLOWERS



■ **Our task**

To conduct market research through Mintel, Warc and Statista to understand the shopping habits of these budget-conscious shoppers and understand their behaviours and practices.

■ **Execution**

We formulated key insights for FreshCo and its shoppers surrounding the four C's of strategy.

We created a campaign that would reach both our targets. This included digital/social online videos, a visually captivating flyer, radio/alternative, out-of-store communications, and impactful in-store signage with Point-of-Sale considerations.

■ **IMC Team**

**Ernestine Leonard** - Account Manager/Media Planner

**Bernice Quimbo** – Strategist/Media Planner

**Annelia Civitillo** - Copywriter

**Kyrie Jamir** - Art Director







**Brand**

# PORTA

Porta is an authentic Italian food subscription service in Ontario.

■ **The Ask**

Porta needed help with members cancelling their subscriptions. To address this, the company was working on a plan to reconnect with users who had subscribed previously but had taken a break from Porta's meal service.







## ■ The Goal

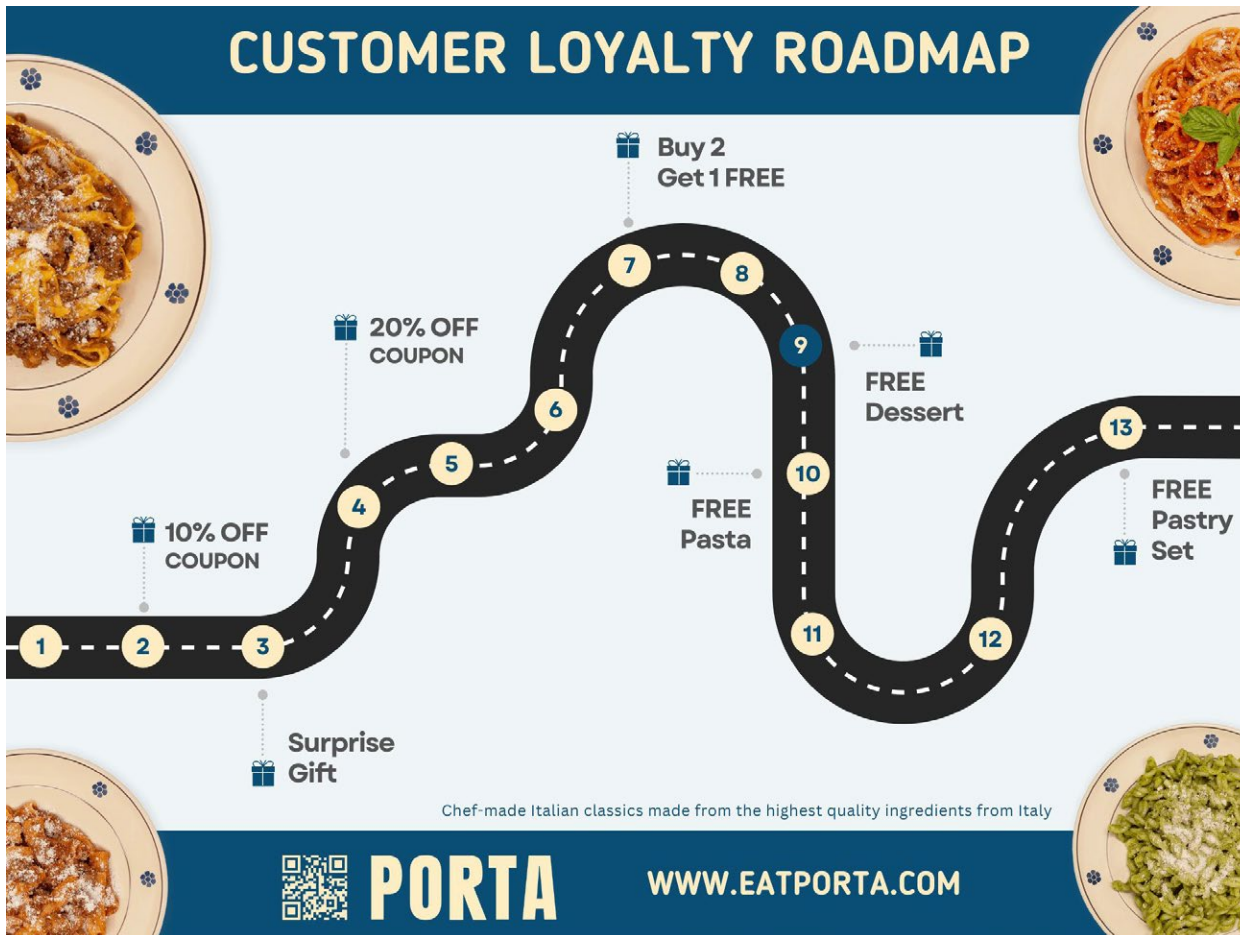
Bring back customers who have not ordered lately and inspire them to make new purchases with PORTA. Keep our current customers happy by introducing a loyalty program that works effectively.

## ■ The Objective

- Boost new customer satisfaction by 10%.
- Enhance existing customer ordering frequency:
  - Increase from 7 orders in 1 year to 13 orders in 3 years.
  - Reconnect with 8% of lapsed customers within the next year.







■ **Insight**

The customer requires something more rewarding and engaging than just filling their stomach.

■ **The Strategy**

Customer requires something more rewarding and engaging than just filling the stomach. Our strategy is continuously engaging customers with surprises and delights. Tying PORTA to offering family more quality time and happy moments.

■ **Team**

- Olivia Deane** - Media Planer
- Jenna Malandrino** - Copywriter
- Alan Fung** - Account Manager
- Joyce Li** - Strategist
- Ernestine Leonard** - Art Director



THE LAW  
IS YOUR  
ONLY LIMIT

Save up to \$10,000  
before November 30, 2023



Brand

**Jeep**

■ **The Ask**

To create an impactful product advertising campaign, the main goal is to explore the limitations and opportunities of digital platforms. This involves crafting direct response messages that are clear, concise, and compelling.

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■ **Objective**

Increase awareness and drive sales for the Jeep Wrangler with a clear call to action.

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■ **Our Task**

Create an effective Direct Response Strategy for a Google Display Network campaign.





# THE LAW IS YOUR ONLY LIMIT

Save up to \$10,000  
before November 30, 2023



Jeep®

jeep.ca



Brand

# Jeep



## ■ Target Audience

Outdoor enthusiasts: These are 35+ males, mainly with an income level of over \$60,000 and are part of a single or nuclear family household, according to Statista.

## ■ What We Did

We created a leaderboard, skyscraper, and medium rectangle ad for our chosen direct response strategy for the Jeep Wrangler campaign on the Google Display Network, along with mockups.

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## ■ Team

**Ernestine Leonard** - Art Director/Copywriter

**Zico, Lok Hin Man** - Strategist





Brand

# Mazda

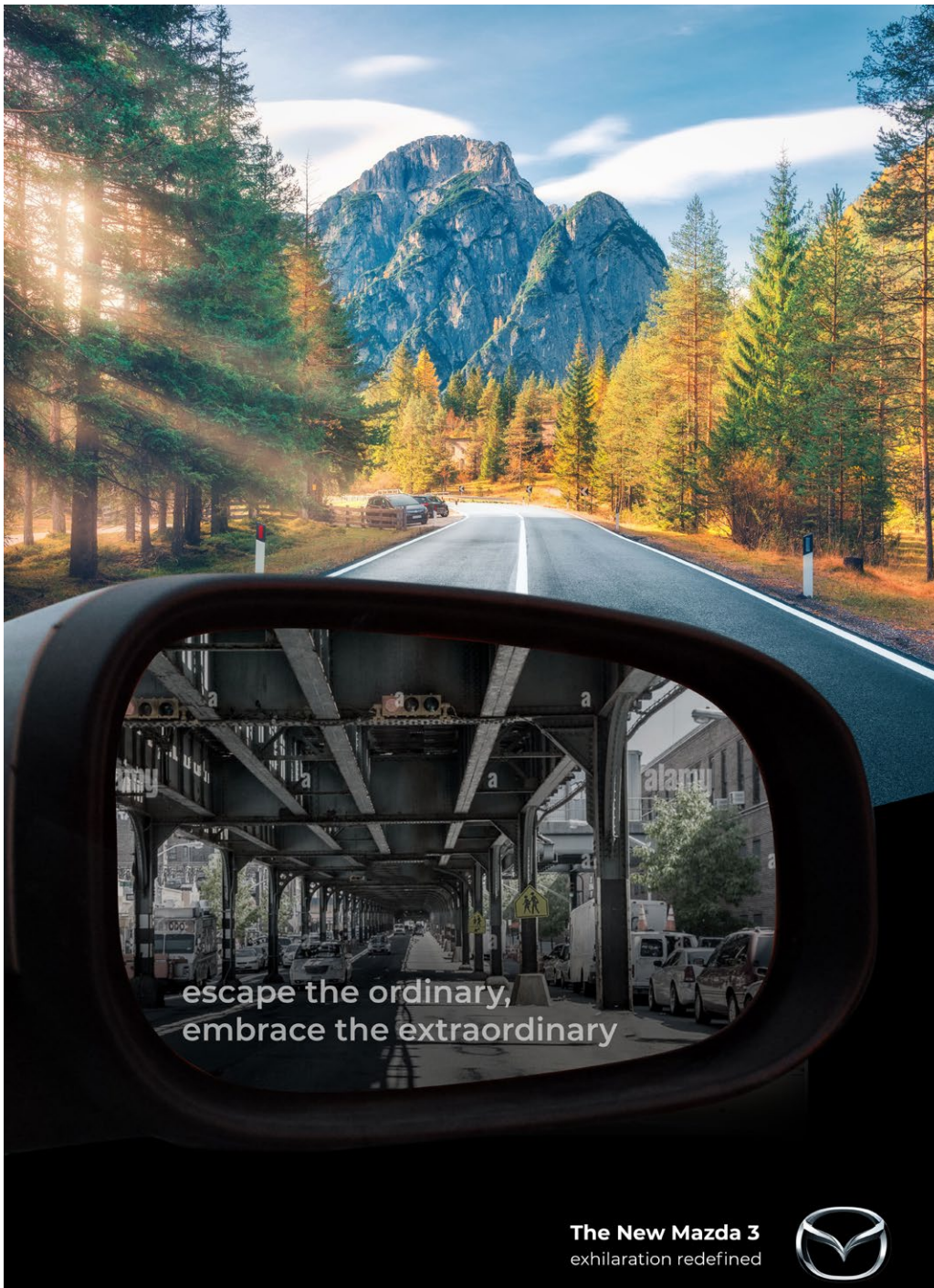
## ■ Assignment

The task was to identify a clear and concise **Single-Minded Message** for a product and create a captivating **print or poster** ad campaign with **three different executions**.

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## ■ Creative Strategy

It focuses on creating an emotional connection with potential buyers by associating the Mazda 3 with exhilaration, uniqueness, and awe.



### ■ The consumer insight

Car buyers seek more than just a means of transportation. Mazda 3 meets their practical needs and fulfils their aspirations for an exhilarating and extraordinary driving lifestyle.





### ■ The solution

A simple but impactful headline coupled with a visual of the side mirror, puts dull and boring behind the driver, giving them a feeling of excitement and the promise of an extraordinary driving experience.

**Ernestine Leonard**

– Art Director/Copywriter

PAMPER YOUR FACE  
**PUNISH  
YOUR  
STUBBLE**

**BRAUN**  
BRAUN.CA

Brand

**Braun**

■ **Assignment**

Choose a product and **use type, photography, and illustration** to bring a concept to life to be used as a half-page advertisement in a national newspaper.







PAMPER YOUR FACE  
**PUNISH  
YOUR  
STUBBLE**

**BRAUN**  
BRAUN.CA

■ **Objective**

Use various design techniques to showcase the creative concept without use of the product.



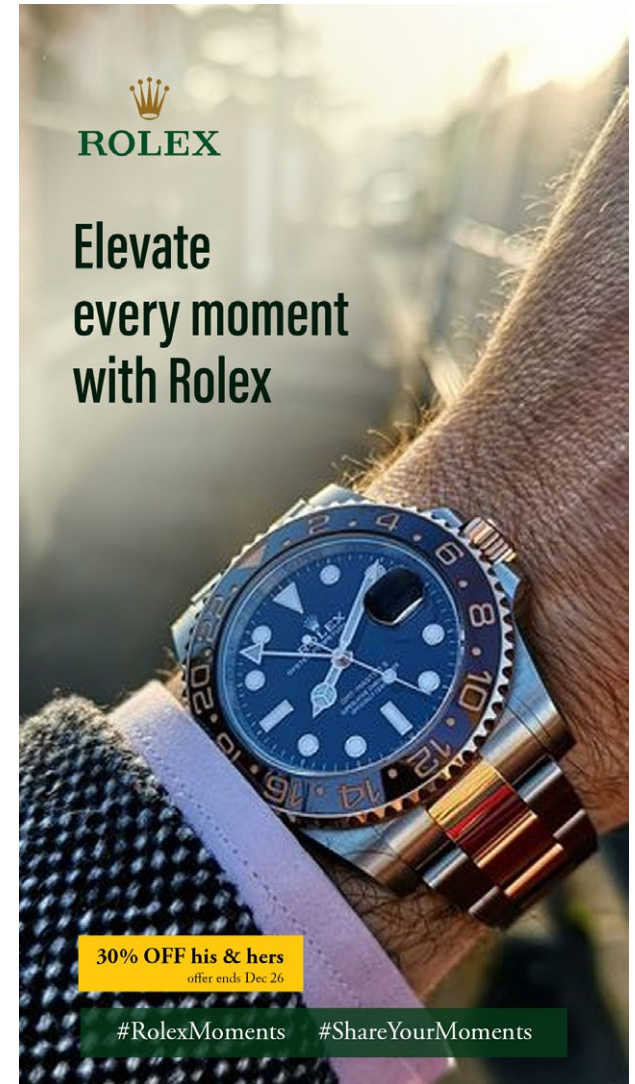
■ **Execution**

Three posters were developed for print media with effective copy.

**Ernestine Leonard**  
– Art Director/Copywriter







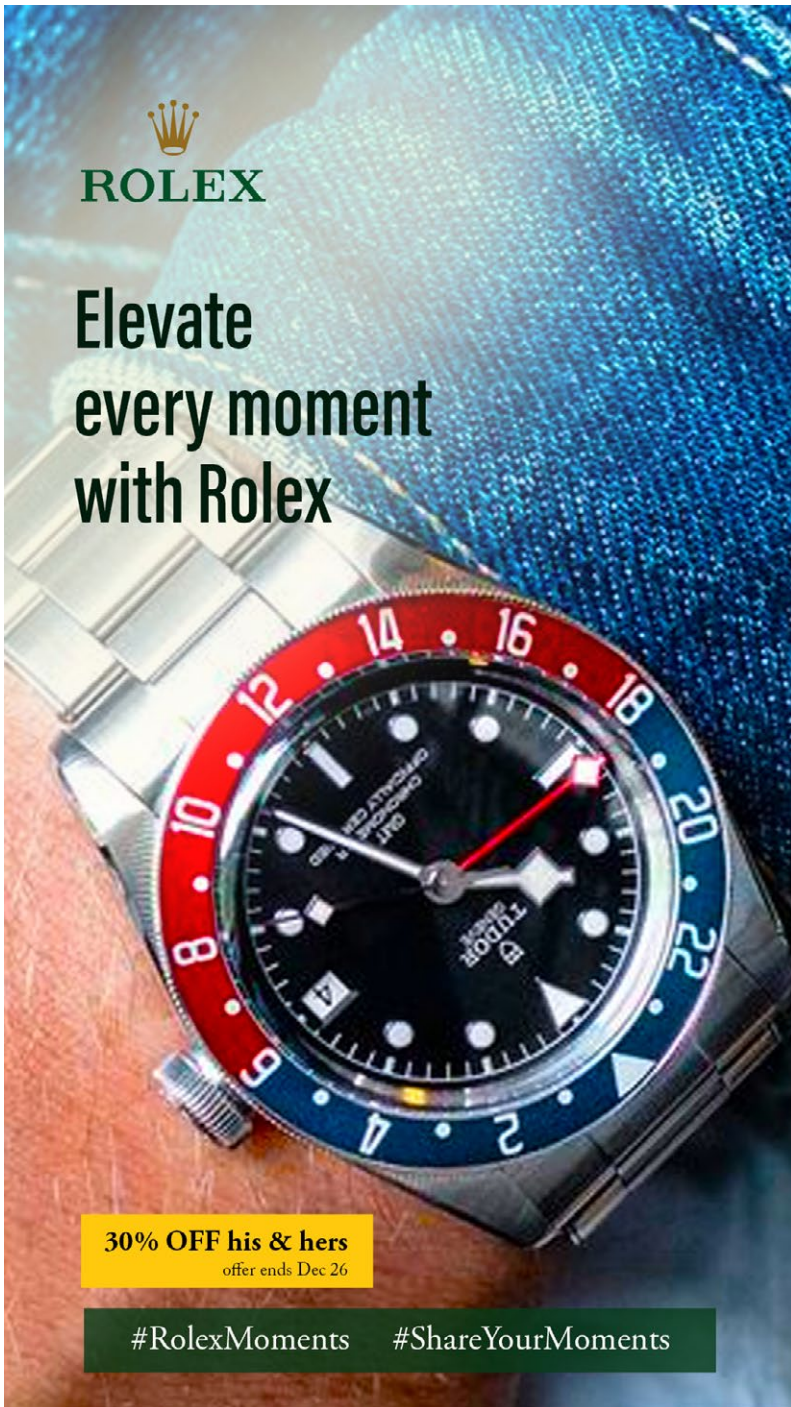
Brand  
**Rolex**

■ **Assignment**

Develop a comprehensive understanding of designing and writing ads customised for specific social media platforms.







■ **Objective**

Develop a series of ads targeting two social media platforms.  
Generate copy tailored for the specific platform.  
Integrate a clear call to action.







# Elevate every moment with Rolex



## ■ Execution

LinkedIn and TikTok ads were developed with customised copy for each audience.

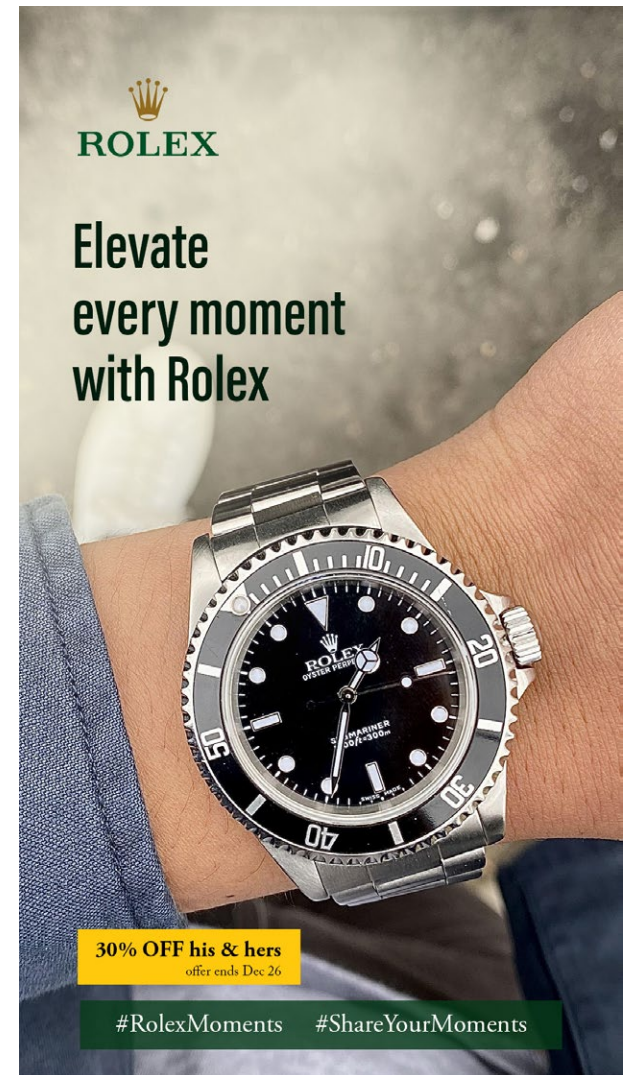
## ■ Team

**Ernestine Leonard**

- Art Director/Copywriter

**Zico, Lok Hin Man**

- Strategist





Brand  
**Seneca**

■ Assignment

Conduct interviews with industry professionals and craft a compelling narrative to tell their story.







CAB003SCC  
**INFORMATIONAL  
INTERVIEWS**  
ERNESTINE LEONARD

Submitted to Prof. Anthony Kalamut on November 27, 2023

Seneca Polytechnic

Creative Advertising







## ■ Objective

To garner inspiration, insight and information from the brilliant minds behind some of the most successful, exciting and award-winning advertising campaigns.







## ■ Execution

A 43-page magazine layout was created with four informational interviews with leading executives from the industry.







Ernestine Leonard – Art Director/Copywriter







## Brand

# Personal

### ■ Assignment

Develop a complete personal brand package.

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### ■ Objective

To establish my personal brand.

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### ■ Execution

A bespoke logo was created along with a colour palette and additional brand elements. These were combined to build a series of personal products that include a business card, letterhead, thank you card and social media elements.

**Ernestine Leonard** – Art Director



Dear future partner,

Thank you for taking the time to review my portfolio. This letterhead design serves as a visual representation of my commitment to excellence and attention to detail in both design and communication. The text included here is a placeholder, strategically positioned to enhance the overall aesthetics of the layout.

In my portfolio, you'll find a curated collection of my work, showcasing my passion for strategy, creativity and innovation. Each project is a testament to my dedication to delivering impactful and effective design solutions.

I appreciate the opportunity to share my portfolio with you, and I invite you to reach out if you have any questions or if there's anything specific you'd like to discuss further. Your feedback is valuable to me, and I look forward to the possibility of contributing my expertise to your team.

I am excited about the prospect of working together.

Sincerely,  
*Ernestine Leonard*

647-822-5747    leonardgy@gmail.com    ernestineleonard.com    175 Shaughnessy Boulevard, North York, Ontario, M2J 1K1







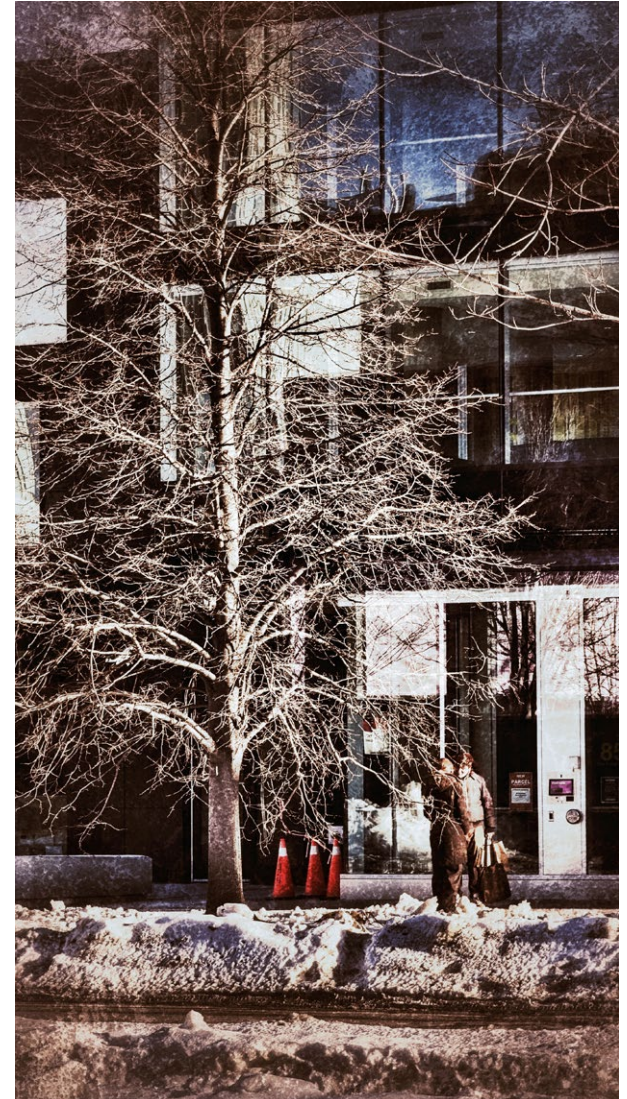
Creative  
**Strategy**

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inspiring minds, empowering futures







# Hobbies

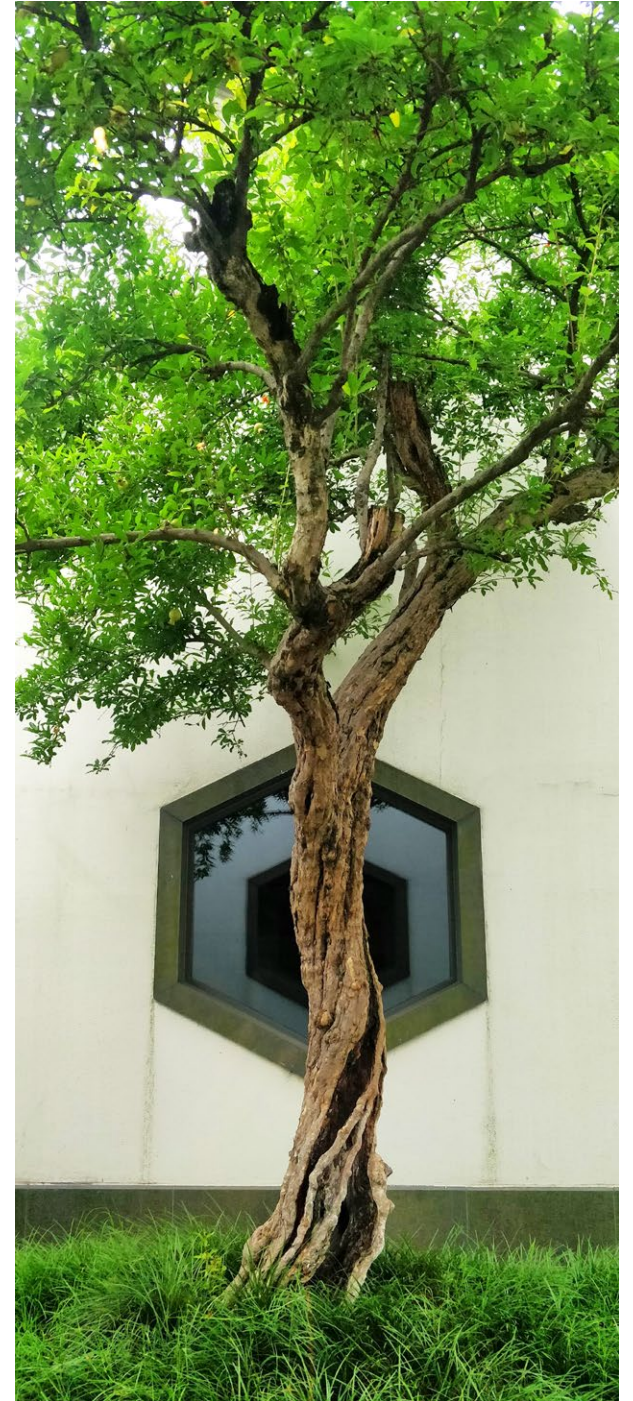
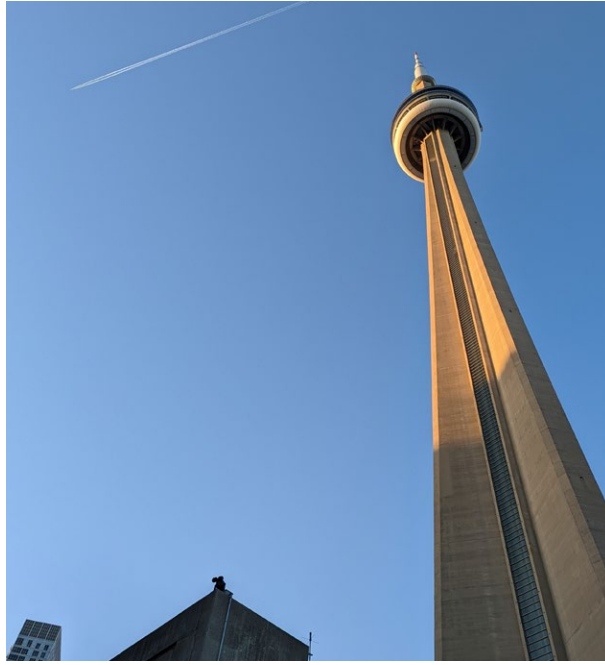
## ■ Photography

I love to take photographs in my spare time. The calm and beauty of nature, along with its random patterns, textures, and colors, always inspire me.

[View my GuruShots photostream](#)







# THANK YOU

Thank you from the bottom of my heart for taking the time to explore my portfolio in its entirety. Your interest and dedication mean the world to me. I have poured my passion and hard work into every project showcased here, and knowing that you've journeyed through it brings me immense joy.

Your support and consideration are invaluable, and I am genuinely grateful for the opportunity to share my creative endeavors with you. If you have any feedback or questions, I would be delighted to hear them.

Once again, thank you for your time and attention.

**Ernestine Leonard**

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