



**ERNESTINE**  
· L E O N A R D ·

■ **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.

 [ernestine-leonard](#)

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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, 2017 - 2022**  
Department of Public Information  
Georgetown, Guyana.

**Human Rights Coordinator, 2017**  
SASOD Guyana.

**Journalist, 2006 - 2010**  
National Communications Network Inc.  
Georgetown, Guyana.

■ **Seneca Achievements**

4.0 GPA for three semesters  
3X President's Honour List

Won IMC team project for Porta to improve customer's experience and retention.

■ **Language Proficiency**

English ★★★★★  
French ★★★

■ **Hobbies**



■ **Professional Skills**

- Copywriting ★★★★★
- Public Relations ★★★★★
- Ad Campaign Conceptualisation ★★★★★
- Brand Strategy ★★★★
- Market Research ★★★★★
- Digital Marketing ★★★
- 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 ★★★

■ **Soft Skills**

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