



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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■ 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	★★★★