

# Jen Leheny

Graphic Designer / Content Manager with many years of experience in design, marketing and communications.



## WORK HISTORY

### Canberra Southern Cross Club

Senior Designer / Content Manager • May–November 2022

Marketing Executive • August 2015–April 2022

- Manage two staff (graphic designer and communications coordinator) within a marketing team that services five distinct Club venues and multiple health and wellness sub-brands
- Prioritise and manage projects and design workflow to ensure projects and tasks are delivered on time and within budget
- Review and approve design and communications, providing feedback and guidance
- Edited and produced a printed 80 page recipe book to mark 50 years of the Club
- Edit and produce printed quarterly 24 page members' magazine
- Marketing and communications for major refurbishment works at Woden flagship venue as well as the launching of a new health and wellness centre with many sub-brands
- Manage photo shoots and provide photography and video services
- Implemented and manage two distinct Shopify e-commerce websites
- Manage and maintain six separate websites using WordPress CMS
- Manage radio, digital and print advertising and oversee search engine marketing
- Development, planning and production of marketing and communications collateral
- Produce print and digital advertising, promotional materials, point of sale graphics, signage and wayfinding, and large scale in-venue promotions
- Edit and write copy for radio and print advertisements, magazine articles, dinners and events, promotions, social media posts and electronic mailouts
- Manage multiple social media accounts, email newsletters and reviews

### Canberra Weekly Magazine

Graphic Designer • July 2013–August 2015

- Design and layout of editorial and advertising pages for local weekly news, fashion and homewares magazine
- Planning and advice to develop website and social media channels

### Benedict House

Graphic Design and Communications Manager • 2011–2014

- Managed and maintained website and social media account, print and digital advertising, email newsletter, product and event photography

### Fearless Media

WordPress and Adobe Trainer (Illustrator, Photoshop, InDesign) • 2010–2011

- Presented formal one and two day in person training courses to small groups

### Freelance

Designer, Photographer, Business Owner • 2001–2015

- Manage small business, designed business and marketing materials for clients
- Design, build and maintain websites using WordPress and Shopify
- Managed client domains and website hosting
- Set up and managed social media accounts and provided marketing plans
- Photographed client events, corporate headshots, portraits and products
- Advised on small business goals, positioning and brand development

## EDUCATION

### University of Canberra

Bachelor of Design (Visual Communication) 2022

GPA 6.6 out of 7. Received Dean's Excellence Award 6 times. Nominated for VisComm Design Peer of the Year award 2022, and Design Excellence Award 2022.

## PROFILE

- 📍 Canberra, ACT
- ☎ 0411 224 314
- ✉ [jen@jenleheny.com](mailto:jen@jenleheny.com)
- 🌐 [jenleheny.com](http://jenleheny.com)
- 📄 [linkedin.com/in/jenleheny](https://linkedin.com/in/jenleheny)
- 📷 [instagram.com/jenleheny](https://instagram.com/jenleheny)

## EMPLOYABILITY

- Willingness to learn and a determination to succeed
- Excellent written and verbal communication skills
- Excellent editing and proofreading skills
- Excellent organisational and time management skills
- Excellent research and analytical skills
- High level of professionalism, enthusiasm and maturity
- Strong conceptual thinker
- Self motivated and driven
- Work effectively under pressure with minimal supervision
- Innovation and enthusiasm
- Excellent attention to detail
- Excellent customer service skills
- High standard of personal responsibility

## SOFTWARE

Proficient and confident:

- Adobe InDesign, Illustrator, Photoshop, Acrobat, Lightroom, Bridge
- WordPress, Shopify, WooCommerce
- Mailchimp, Hootsuite, Plann
- Microsoft Office suite

Some experience:

- Adobe Premiere Pro, Rush, AfterEffects, Audition, Express
- Web design and development, HTML, CSS, PHP
- Google Analytics, SEO, SEM
- MYOB accounting