



Dawn Pennyfeather

graphic designer, social media specialist & digital marketer
certified trainer and assessor

Objectives

To advance my career as a graphic designer or social media specialist within a distinguished organisation. Provide instruction on digital and social media technologies to individuals or businesses. Utilise additional abilities within a company, including networking, marketing, retail, event planning and customer service. I value a professional work environment where one may contribute individually or as part of the team to reach the goals set out.

Education & Training

Certificate IV in Training and Assessment - TAE40110

2012 Brisbane Business and Hospitality Training, Australia

Master of Arts & Media with Honours

2011 Griffith University, Australia

Results: GPA 5.61 (Scale 0-7, 7 being the highest)

Bachelor of Visual Media - Graphic Design Major

2009 Griffith University, Australia

Results: GPA 4.88 (Scale 0-7, 7 being the highest)

Digital and Interactive Media Design Diploma - Graphic & Web Design Major

2008 Northern Alberta Institute of Technology, Canada

Results: GPA 3.8 (Scale 0-4, 4 being the highest)

High School Diploma

2006 Harry Ainlay High School, Canada

Professional & Technical Skills

Software:

Adobe Creative Suite and Microsoft Office on both Windows and Macintosh operating Systems, Cube Cart. Various Content Management Systems (CMS).

Social Media:

Marketing, Networking, Strategy Building, Data Entry/Collection and Analysis using various platforms including Google, Facebook, Twitter, YouTube, LinkedIn, Wordpress, Hootsuite, MyGuestlist, GetANightlife, BoogieSpot, PayPal, Mail Chimp and other internal systems.

Primary Coding Languages

XHTML, CSS

Secondary Coding Languages

Javascript, PHP/MySQL, Actionscript

Typing:

75 to 80 WPM

Printing

Xerox Docu 242 Colour Printer, Canon Printers, HP Printers, Electric Paper Guillotine Cutter, Laminators

Leadership

Communication, Military Writing, Staff Management, Youth Supervision, Customer Service Training



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Employment History

September 2006 - Present

Dawn Pennyfeather Graphic & Web Design - Freelancer (AU, CA)

August 2011 - November 2012

Maya Consultancy - Social Media Specialist, Graphic Designer & Content Manager, Full Time (AU)

July 2010 - Present

Hex FX Design - Graphic Designer, Casual (AU)

September 2009 - Present

105.7 Radio Metro - Volunteer Graphic Designer (AU)

February 2009 - July 2012

Griffith University Canadian Student Association - Graphic Designer (AU)

February 2010 - October 2010

Griffith University Canadian Student Association - Vice President (AU)

January 2010 - May 2010

Formula Sports - Web Administrator & Graphic Designer, Part Time (AU)

September 2009

Gold Coast Design Studio - Web Designer Internship, Part Time (AU)

October 2008 - February 2009

One to One Mailing - Graphic Designer, Full Time (CA)

September - December 2008

287 Beaumont "Spitfire" Air Cadet Squadron - Civilian Instructor Training Officer (CA)

June - August 2008

Department of National Defence Civilian Instructor at Penhold Air Cadet Summer Training Centre, Full Time (CA)

September 2007 - September 2008

Canadian Tire - Sports Sale's Associate, Part Time (CA)

February - April 2008

Running Room Canada Inc. - Web Manager & Graphic Designer Internship, Full Time (CA)

January - June 2007

Cineplex Odeon Movie Theatre - Food Team Leader, Part Time (CA)

June - August 2006, June - August 2007

Department of National Defence Staff Cadet at Penhold Air Cadet Summer Training Centre, Full Time (CA)



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Awards

2003 - 2008

Various Air Cadet Awards (CA)

2005

Fill Fraser Award for Outstanding Work in Literacy, Performing and/or Visual Art (CA)

2005

Lord Strathcona Medal (CA)

2004

Harry Ainlay High School: Excellent Improvement Overall Academic Average

2003

Harry Ainlay High School: CTS (Career and Technology Studies) Student of the Month

Kindergarden to University

Honours Roll (AU, CA)

Other Activities

Athletics

Fitness Training, Boxing, Volleyball (Nellie McClung Junior High School and 810 Royal Canadian Air Cadet Squadron teams), Harry Ainlay Senior Women's Basketball Team Manager, Rythmic Gymnastics

Arts

Art Lessons, DJ School, Guitar Lessons, Musical Theatre, Choir, Orf Music Ensemble,

Extra Curricular

Royal Canadian Air Cadet Program, Girl Guides of Canada, Duke of Edinburgh Award Program

Clubs

Griffith University Canadian Student Association - Australia; Book Club, Leadership Club, Student Union at Harry Ainlay

United Church Canada

Youth of Southminster Steinhauer (YOSS), Joint Needs Assessment Committee (JNAC)

Volunteer Work

Operation Triple Threat - Sing/Dance/Act Summer Camp - Barbados, Woodford Folk Festival - Australia, Good Vibrations Festival - Gold Coast, Get Edmonton Together Youth Festival (GET Fest), Edmonton Folk Music Festival, PetSmart, The Mustard Seed Edmonton, Edmonton Citadel Theatre, School Store at Nellie McClung Junior High - Edmonton