

# TERENCE LEUNG

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Proficient in the following programs (in both PC and Mac OS environments):

- Adobe Creative Suite: Photoshop, InDesign, Illustrator, Acrobat, Lightroom
- HTML, CSS, SEO
- Microsoft Dynamics CRM | Microsoft Office Suite
- Website CMS: WordPress, Joomla!, Drupal

## EMPLOYMENT EXPERIENCE

Marketing and Communications Consultant | 2013-Present | **Terence Leung Consulting Inc.**

- Creation of external marketing tools for clients such as: Rainmaker Global Business Development, Big Guns Energy Services, Jewel Energy Services, Steel River Building Systems and Enerstar Rentals.
- Analyze/Establish and provide baseline data to determine appropriate marketing materials for the client.
- Online portfolio: [www.terence-leung.com](http://www.terence-leung.com)

Marketing and Communications Manager | 2010-2015 | **Oilflow Solutions (now Secure Energy)**

- Reporting to the CEO and VP Business Development, research heavy oil trends, competitors, and future/current technologies.
- Development, management and design of marketing materials such as brochures, sales presentations, trade show booths, advertisements, one sheets, case studies, Excel/Word documents/templates, photography, and other external marketing tools.
- Re-design of [www.oilflowsolutions.com](http://www.oilflowsolutions.com) site, resulting in visitors spending over twice as much time, improved search engine indexing as well as a significant decrease in bounce rate.
- Filming, editing and production of targeted corporate videos for Canadian and international purposes.
- Design of Microsoft Dynamics Customer Relationship Management (CRM) tool.

Reporter/Photographer | 2006 - 2010 | **Calgary Herald (Canada.com)**

- Community news writing and photography for weekly Neighbours section and newsroom reporting.

Photographer, Marketing and Events | 2007 - Present | **Calgary Flames**

- In-game photography.
- Photography of special events, banquets and ceremonies.
- Writing, archival and captioning of photography for [calgaryflames.com](http://calgaryflames.com), the NHL and Getty Images.

Technical Writer, lead | 2005-2007 | **Aegis Group**

- Write, design and edit health & safety manuals that range from 50-100 pages at an output of 2-3 per month for clients such as Talisman Centre and Husky Oil.
- Conceptualization, copy writing and design of company advertisements and marketing materials.
- Planning of marketing and communications materials for trade shows and industry events.

Project Manager | 2001-2003 | **Aurenya Studios**

- Management of a 23-person animation studio for two television productions which aired on CTV and City TV.
- Design of a custom internal intranet for staff and clients.
- Management of client accounts for commercial animation projects.

## EDUCATION

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Journalism Arts | 2004-2005 | SAIT Polytechnic

- Graduation GPA: 3.75

BA Economics | 1998-2001 | University of Western Ontario

- Jason Lang Scholarship recipient