



CV

Jessica Lee McHenry

WRITER / DESIGNER / DEVELOPER / ARTIST & THERAPIST

PROFESSIONAL SKILLS & DEVELOPMENT

I'm a Creative All-Rounder. I have qualifications in Writing, Art Therapy, Acting for Stage & Screen, and I'm currently studying a Diploma of IT (Web Development Boot Camp) to formally consolidate my self-taught design and coding skills.

I use Kanban project management tools and Trello to manage workload and provide my clients with full transparency.

EXPERIENCE

My career started in Procurement and Contracts Management. Wild Light Arts is the freelance company I developed in April 2020 during the Covid-19 pandemic. Through WLA, I have worked on campaigns for Australian Defence contracts on behalf of the Chisholm Institute (VIC TAFE), for top international brands including Miele and Proactiv, and for local communities including the Sandy Beach Centre and the NFP The Songroom on behalf of Victorian Government's Kaleidoscope Initiative.

PERSONAL DEVELOPMENT

Over the pandemic, I studied a Diploma of Art Therapy while I rehabbed from a back injury. This has helped me round out my communication skills and I can confidently drive story and design from a human-centered UI POV which I am actively developing in my coding bootcamp studies.

In my downtime, I love SUP-ing, bushwalking with my dog, reading and pretty much anything related to the Arts and world of art-making. I have a passionate life outside my work which keeps me alert, inspired and grounded within my work.

PORTFOLIO

wildlightarts.com.au

QUALIFICATIONS

Diploma of IT (Web
Development)
CODER ACADEMY

Bachelor of Writing
UNIVERSITY OF
CANBERRA

Diploma of Business
Administration
TAFE NSW

Diploma of Art Therapy
HEALTH & HARMONY
COLLEGES



SOME APP FAMILIES I AM FAMILIAR WITH.

WORK HISTORY SUMMARY

CASUAL AND PART-TIME WORK WHILE REHABBING

Art Therapy Practitioner / Community Arts Teacher | Sandy Beach Centre June 2023 – April 2024

I teach two classes per week at the Sandy Beach Centre – Expressive Arts and the Garden Lunch Club. I prepare and deliver 3-hour inclusive art lessons designed to entertain, engage, and inspire. I have been rehabilitating from some health issues and this part-time position has been a wonderful way to re-enter integrated team environments.

Copywriter/Script Writer | Smart Health Australia June 2023 – September 2023

Working with the Call Centre Manager and the Managing Director, I designed engaging scripts for telemarketers to read during charity calls. I also designed other marketing copy, including educational material and staff biographies, for tender responses.

Bid Writer | Chisholm Institute April 2022 – May 2022

On a short-term contract, I assisted the Chisholm Institute's joint venture with Wodonga TAFE to capture Defence teaching contracts for the Victoria-based campuses. An example copy of a draft capability statement is available as part of my portfolio.

COVID PANDEMIC

Copywriter and Content Strategist | Areaten March 2020 – December 2021

I had freelanced for Areaten on and off for about 10 years leading up to the pandemic when they were able to offer me a consistent enough volume of work to launch my own business. I worked mainly alone with a strong focus on delivering high-volume SEO content strategising and generation but also produced bid-writing and contract tender services in Australian Defence industries, digital and print marketing copy and design, as well as website design and online marketing strategy and consulting services.

Bid & Grant Writer | Systematiq December 2019 – June 2020

Going full-time just before Covid, I was hired as a bid writer and drafted a Defence Hub Grant Application, working closely with the QLD-based client to provide a highly technical and precise grant submission.

WHILST STUDYING MY DEGREE

Copywriter | Securecorp January 2018 – December 2019

Working in both the control room and as a freelance copywriter, I prepared a range of documents as well as completing control room monitoring tasks.

Copywriter | Peachtree Antiques March 2016 – December 2017

I delivered weekly copy including product descriptions for their online store emphasising historical and architectural features to help develop clear USPs and the products to stand out in a crowded market.

Copywriter & Accounts Payable | Security1 March 2016 – December 2017

Working closely with the Director, I helped produce formal documents, draft emails, process accounts enquiries as well as security monitoring tasks in the control room.

FULL TIME – WORK HISTORY

Education Officer | Australian Nursing and Midwifery Association January 2015 – March 2016

Covering a maternity leave contract in the Federal Office in Kingston, Canberra, I supported the Education Manager and was responsible for managing the online CPD training rooms, and for the development of marketing and merchandising materials including the design of promotional materials. I wrote and managed the early stages of the ANMF LMS Tender, handing it over to the incumbent when she returned from her maternity leave.

Marketing Officer | Allen & Unwin January 2013 – December 2014

I managed the marketing administration and creative development for key campaigns and publications for Allen & Unwin books as well as for Hachette and other small independent publishers under the A&U umbrella. I created digital advertisements using the Adobe suite as well as copywriting for advertisements and digital publications.

Contracts Administrator | Boral Ltd. July 2009 – August 2012

Spread over multiple businesses within Boral Ltd, including Boral Quarries, Boral Cement, Boral Asphalt and the Head Office Operations Team in Prospect, New South Wales, I began in contracts administration at the Berrima Cement site in 2009. From there I moved into the Head Office at Prospect where I worked with the NSW Procurement Hub to implement the training and rollout of a new purchasing system and department as part of a centralisation strategy focusing on streamlining administrative processes across multiple Boral businesses across Australia.

Contracts Administrator | Synthes February 2007 – May 2009

Managing consignment contracts and stock levels for orthopaedic implants at both public and private hospitals throughout Australia, I worked closely with the Sales and Operations teams to streamline purchasing management strategies and reduce overstocking problems.

PROFESSIONAL REFERENCES

Leanne Fink (Sandy Beach Community Centre) 03 9598 2155

Dr Ry Haskings (Connors Connors Art Gallery) 0404 965 983

Sasanki Tennakoon Stellar Frequency (Areaten) 0415 518 050

Jeremy Tang (Areaten) 0414 471 371

Nicole Snyder CASG (Systematiq) 0492 901 204