



Penny Jelly

d.o.b. 04/05/1974

+61 419 892 459 • thejellymagic@gmail.com

Australian and UK Passport



Key Attributes

Communication • Organization • Strong Focus on Success • Attention to detail • Personable • Creative • Trainer

PROFILE

I am currently employed as a Creative within Apple Retail - seeking to further my development and career and continue to be a key part of the continued success of Apple Southland. I believe I can offer myself as a suitable candidate for the position of Lead Creative as I possess strong interpersonal skills, a solid track-record of personable customer service, management qualities and the independence to complete required tasks in a timely manner. If successful, I will continue to achieve favourable outcomes for the store resulting from genuine rapport with staff, customers and One to One members - and successfully lead the Creative team to ongoing triumphs.

EXPERIENCE

CREATIVE

Apple Retail Southland

2011 - current

I joined the Apple Retail team at the Southland store in July of 2011. I received software, employee and basic Family Room Specialist training in readiness for the role of Full Time Creative. I travelled to Sydney for Creative Strategies training, then returned to Melbourne to meet my fellow team members at Core, which preceded NSO and then the store opening followed in August. Since joining the team I have also Returned to Learn in Sydney for the launch of the New One to One Members' site, delivered daily sessions in the Family Room, have undertaken Personal Development training in software, received certification in the iWork and iLife apps, held store meetings, joined the Business team as the Business Creative, been part of two major product launches and managed to climb - and eventually top - the LeaderBoard for Promoters. This has all resulted in a rewarding, enriching and fun experiences - everyday.

FREELANCE PROJECT EDITOR

JellyMagic - self employed

2010 - 2011

In 2011 I returned to Pearson as an in-house Freelance Editor - maintaining the role I previously held whilst seeking the perfect job that would suit my creative and professional needs. This came in the form of full-time Creative at Apple Retail.

TRAVELLER

The World

mid 2010 - late 2010

In 2010 I undertook a life changing 7 month journey throughout several parts of the world including Thailand, Laos, Vietnam, Cambodia, England, Scotland, Spain, Italy, Portugal and such cities as Berlin, Prague, Budapest, Vienna, Amsterdam, Bruges and Dublin. Upon returning from this amazing experience, I applied for the Creative position at Apple - ready to rejoin the workforce with renewed vigour, energy and ideas. I am very pleased where this decision has led me: Apple Retail.

PROJECT EDITOR
Pearson Publishing Australia, Port Melbourne

2008 - 2010

At the Pearson Australia Group, I was employed as a full-time Project Editor. Throughout this role I gained further experience in book editing and all aspects of production. I have strong editorial, production and project management skills, am well organized and possess the ability to handle multiple projects, prioritise my workload, and operate calmly under pressure. I continued to build upon my excellent interpersonal and communication skills (both verbal and written) and have the ability to build, establish and maintain effective working relationships.

CORPORATE AND PROMOTIONAL SALES EXECUTIVE *Maternity Leave Contract*
Penguin Publishing Australia, Camberwell

2007 - 2008

I completed the 12 month Maternity Leave contract within Promotional and Corporate Sales, a sector of the Business Development department. This afforded me the opportunity to build upon my sales and account management skills within a highly respected publishing company, further develop my interpersonal and business aptitude as well as expand my knowledge of the publishing industry as a whole. I was required to liaise with the Production, Editorial, Design, Marketing and Sales Departments on a regular basis to offer clients the best response time and sales solutions possible.

COPYRIGHT AND PERMISSIONS EDITOR
Cambridge University Press Publishing Australia, Port Melbourne

2006 - 2007

I left the world of retail to pursue a career in publishing. My first role being a Permissions and Copyright Editor. This entailed, sourcing, seeking permission and applying for permission to use third party content in the form of text, statistics, news and editorial copy, images and artwork for use in secondary, primary and tertiary publications. Other daily responsibilities consisted of reporting to production, managing budgets and schedules and understanding the current copyright law.

STORE MANAGER
T2 Hawksburn and Melbourne Stores

2005 - 2006

I started at T2, the looseleaf tea and merchandise retailer, as a casual employee - but was then asked to step up to the position of full time employee, and then soon after - Store Manager of two outlets. My duties consisted of staff rostering and management, sales, reporting, maintaining and managing budgets and servicing the store's needs on a daily basis.

ASSISTANT MANAGER
Borders Books, Music, Cafe. Chadstone

2001 - 2005

I began my career in Retail Management as a casual employee, and was then asked to take on the full time role. Within a year I was offered the role of Assistant Manager. During this time I managed the Books, Music and Inventory departments as well as taking on the in-store Human Resources role. During my time as an Assistant Manager I managed and rostered a large team of staff, disciplined and developed employees, managed stock levels, showcased new titles, organised in-store events with authors and musicians and excelled in customer sales. I was also asked to set up two new Borders stores in Melbourne Central and Christchurch, New Zealand. I also headed the training department for new employees in existing and new stores, a position I devoured wholeheartedly.

PREVIOUS EMPLOYMENT EXPERIENCE; ABRIDGED

- Grundy Television: October 2000 – April 2001 Contestant Wrangler, Greed game-show
- ABC Comedy Department: September 2000 Writer/Story-liner: comedy series
- Metropolis Audio: May 1992 - June 1994 Night Receptionist/Studio Assistant

EDUCATION

- RMIT - ADVANCED DIPLOMA - PROFESSIONAL SCREENWRITING & EDITING: GRAD 2000
- RMIT - Professional Writing and Editing: 1998
- Script to Screen course at Melbourne University: 1996
- VUT - Bachelor of Arts – Performance Studies Dance & Drama: grad 1994
- Billanook College – Years 7 – 12: grad 1991

CREATIVE ACHIEVEMENTS

SCREEN WRITER / FICTION WRITER / SCRIPT EDITOR

- Feature Films: Colouring Outside the Lines, Imminent Life, Smoke Monkey
- Television Series: The Appleseed, Backlash, Club Sandwich
- Documentaries: Katrina: Her Real Name, The New World, Finding Out
- Short Films: Warts and All, Tom Foolery, Double Bubble Trouble (animated)
- Novels: Untrained and Baffled, The Other Black Sock
- Short Stories: The Girl With No Opinion, Sooth Player
- Katsumi's Sentence - Script Editor for Feature Film by screenwriter Anthea Wynn
- Trigger (2006): Script Editor for short film by screenwriter Justin Bachelor
- The Fortune Teller (2000): Script Editor for Short Film by screenwriter Janine Haslem
- Zed (1999): Script Editor for Short Film by screenwriter Janine Haslem
- Purple Words - Script Editor for Feature Film by screenwriter Janine Haslem
- The Blue Shaft - Script Editor for Feature Film by screenwriter Angela Kasputtis

SKILLS

- I work well within a team and a store environment as a whole
- I lead by example and offer direction and supervision as required
- I seek out opportunities to develop myself and my team
- I demonstrate and apply initiative and maintain enthusiasm and drive
- I creatively problem solve
- I have highly developed negotiation, communication and organizational skills
- I possess the ability to work to a deadline in high pressure environments
- I prioritise tasks and manage time effectively
- I possess strong written and verbal communication skills
- I possess the ability to positively influence the decision making of others
- I am a fast learner, technically savvy and keen
- I have a good sense of humour and...humility

REFEREES

○ Jane Sunderland

Senior Project Editor
Pearson Australia
Ph: (03) 9245 7111

○ Cris Bonacci

Lead Creative
Apple Retail Southland
Ph: (03) 8523 1400

○ Sam Welsby

Primary Marketing Manager
Cambridge University Press
Ph: (03) 8671 1461

Written references and further referees available upon request.