



## INFO

✉ info@devinelizzy.com

☎ 438-826-6242

📶 www.devinelizzy.com

Based in Ottawa, Ontario

## SKILLS

HTML

CSS

Javascript languages

PHP

WordPress

Joomla / Drupal

Search Engine Optimization

Social Media

Google Analytics

Google Adwords

Photoshop

Illustrator

InDesign

Premier Pro

After Effects

Microsoft Office

Sales & Marketing

Project Management

Business Administration

Sales Analysis

People Management

## STATUS

Canadian and Australian Citizen

Canadian Government

Security Clearance Level 2 - Secret

## WORK EXPERIENCE

JULY 2016 -  
CURRENT

### WEB GRAPHIC DESIGNER - NEPTEC, OTTAWA

Web design, website management, graphic design, video creation, motion graphics, photography, and social media support for Ottawa based spaceflight engineering company. Responsible for all deliverables for products and brand marketing, as well as management and analysis of Google analytics and Adwords campaigns.

#### ACHIEVEMENTS

Implemented brand refresh including creation and design of company websites with full Search Engine Optimization. This resulted in a dramatic increase of web traffic and brand awareness.

JUNE 2011 -  
SEPT 2015

### ACCOUNT EXECUTIVE - PCMG, MONTREAL

Sales of IT solutions (Hardware, software, networking and services) to state and local government and education. Attainment of profit and revenue budgets within assigned territories by establishing and maintaining customer relationships.

#### ACHIEVEMENTS

Grew my book from \$0 to over \$1m Revenue within 12 months. This made me the top sales person for my tenure level at the company.

AUG 2009 -  
NOV 2010

### NATIONAL ACCOUNT MANAGER - SHERIDAN AUSTRALIA

Sales and marketing of high end manchester into major national retail accounts. Management and attainment of revenue and profit budgets. Development and implementation of promotional marketing plans to promote brand awareness and increase sales.

#### ACHIEVEMENTS

Achieved yearly gross sales budget while decreasing promotional (rebate and top line) funding by 1 million dollars.

JAN 2006 -  
APRIL 2009

### KEY ACCOUNT MANAGER - SONY PLAYSTATION AUSTRALIA

Attainment of budgeted revenue through New Release and back catalogue product within major national retail accounts totaling (AU)\$40 million. Marketing of Playstation products and brand within these accounts via Point of Sale, catalogue, Online and television advertising.

#### ACHIEVEMENTS

Grew accounts by 25% in fiscal 08 versus year prior and a further 20% for fiscal 09 despite flat market growth.

EXTENDED EMPLOYMENT HISTORY & REFERENCES AVAILABLE ON REQUEST

## EDUCATION

2017

### INTERACTIVE MEDIA DESIGN - ALCONQUIN COLLEGE

Graduated with Honours, Class rep, 3.97 GPA

1999

### VISUAL COMMUNICATIONS - NARRABUNDAH COLLEGE

CEGEP Equivalent

Major in Photography & Media Studies