



## INFO

✉ devinelizzy@outlook.com

☎ 438-826-6242

Based in Ottawa, Ontario

## SKILLS

Brand Management  
People Management  
Sales & Marketing  
Project Management  
Business Administration  
Social Media  
Google Analytics  
Google Adwords  
Sales Analysis  
Web Design  
HTML / CSS  
WordPress  
Search Engine Optimization  
Photoshop  
Illustrator  
Canva  
InDesign  
Premier Pro  
After Effects  
Microsoft Office

## STATUS

Canadian and Australian Citizen

I am a marketing professional with over 20 years of experience in sales and marketing. With a diverse background spanning non-profit, aerospace, technology, and gaming, I bring a wealth of experience in reaching varied audiences and expertise in brand awareness, strategic planning and analysis, and digital design. My design background allows me to manage the entire creative production cycle of marketing assets, from conceptualization to implementation. I thrive in fast paced environments, and enjoy collaborating with others to find innovative ways to drive growth.

## WORK EXPERIENCE

MAR 2021 -  
PRESENT

### DIRECTOR OF COMMUNICATIONS - EXPERIENCES CANADA

Responsible for all aspects of marketing for a youth serving not-for-profit including developing effective messaging and communication strategies, creation of promotional materials, web design, strategic analysis and planning, social media management, staff management and overall brand management

#### ACHIEVEMENTS

Spearheaded the pivot of the entire organisation to online programming due to covid, including implementing and communicating new online systems and procedures for old and new participants. Successfully integrated online programming into our brand framework post covid.

NOV 2018 -  
MAR 2021

### COMMUNICATIONS MGR / GRAPHIC DESIGNER - EXPERIENCES CANADA

Responsible for overall brand management for the organization, and leading the design and execution of its major communications products including digital newsletters, website, annual report, training materials and fundraising and program recruitment materials.

JULY 2016 -  
NOV 2018

### WEB GRAPHIC DESIGNER - NEPTEC DESIGN GROUP, OTTAWA

Graphic design, video creation, motion graphics, photography, social media support and web design for Ottawa based spaceflight and autonomous systems engineering company. Responsible for all deliverables for products and brand marketing.

#### ACHIEVEMENTS

Implemented brand refresh including complete redesign of website. This resulted in a dramatic increase of web traffic and natural referrals and was a key factor in the sale of the company.

JUNE 2011 -  
SEPT 2015

### ACCOUNT EXECUTIVE - PCMC, 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.



## INFO

✉ devinelizzy@outlook.com

☎ 438-826-6242

Based in Ottawa, Ontario

## SKILLS

Brand Management  
People Management  
Sales & Marketing  
Project Management  
Business Administration  
Social Media  
Google Analytics  
Google Adwords  
Sales Analysis  
Web Design  
HTML / CSS  
WordPress  
Search Engine Optimization  
Photoshop  
Illustrator  
Canva  
InDesign  
Premier Pro  
After Effects  
Microsoft Office

## STATUS

Canadian and Australian Citizen

## WORK EXPERIENCE CONTD..

- AUG 2009 - NOV 2010
- NATIONAL ACCOUNT MANAGER - SHERIDAN AUSTRALIA**
- Sales of high end manchester into major national retail accounts totaling approximately 80% of the wholesale business. 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