



ALYCATSTUFF

Design Portfolio



ALISON PLAXIN

Why Me?

My diverse background within marketing, communications, sales and start-up entrepreneurship has given me a full portfolio of both process and design deliverables. I am motivated to make a lasting impact for you while keeping you accountable to your goals!

Technical & Design Skills

Marketing Automation

CRM Platforms

Campaign Execution

Brand Governance

Content Strategy

Thought Leadership

Design Platforms

WordPress Management

Presentations

Reporting

Event Strategy + Execution

Technical Storytelling

Recent Work

I served as the marketing lead for the Cybersecurity practice, driving brand positioning, integrated strategy, digital execution, event delivery, and all creative collateral while collaborating with leaders across Canada, the U.S., and EMEA to bring consistent, compelling narratives to market.

Risk, Security & Privacy

Autonomous & Continuous Testing

Go beyond point-in-time snapshots with continuous, expert-guided testing to find, fix, and verify risks in real-time

[Get Started](#)

Verify Your Current Threat State With Co

Powered by Horizon3.ai's NodeZero platform and decades of experience in cybersecurity, we bring a cutting-edge autonomous and continuous solution to you with confidence.

OBS Global integrates the efficiency of automation—frequent testing, reduced costs, and no reliance on in-house expertise—with the precision of manual methods, offering deeper insights, contextual decision-making, and validated exploit results.

Run unlimited tests on demand to ensure a robust, adaptive security posture with speed and efficiency.

Risk, Security & Privacy

Digital Forensics & Incident Response (DFIR)

Rapid Response. Swift Recovery. Minimize impact and restore operations fast with our DFIR services

Immediate Assistance 1.877.534.8072

24/7 Incident Response

What We Offer

Contact us directly at DFIR@OBSGLOBAL.COM

Our team of DFIR experts is equipped with cutting-edge tools and techniques to handle the most complex cybersecurity incidents. With extensive experience in various types of cyber threats, we ensure a rapid and effective response to any security event.

We Offer You

- Comprehensive Planning & Analysis**
Develop a proven response plan tailored to your specific needs, ensuring clear priorities and order during a crisis.
- 24/7 Emergency Response**
Our highly trained team deploys rapidly to contain the breach, minimize damage, and recover compromised data.
- Thorough Forensic Investigation**
We gather irrefutable evidence for legal action and identify vulnerabilities to prevent future attacks.

Online Business Systems
18,532 followers
Promoted

Do you know what it is really like to face an AI-powered ransomware attack?

Join us in partnership with the Toronto Region Board of Trade. September 30. Take on an AI-powered attack as it unfolds while learning how to juggle the pressures and demands of everyone around you.

obs cybersecurity

A CYBER CRISIS LEADERSHIP SESSION

September 30

TORONTO REGION BOARD OF TRADE

Take on an AI-powered attack as it unfolds

[Register Now](#)

Join us September 30 | Register Now!

Online Business Systems
18,532 followers
1mo · 🌐

On Monday, November 17, join us for a Cyber Crisis Leadership Session at Ruth's Chris Steak House in Alpharetta.

We're excited to have **Steve Levinson**, VP & CISO of Cybersecurity, on-site to share insights and lead the discussion on today's evolving cyber threat landscape.

Walk through a realistic, AI-driven cyber crisis simulation — spanning incident onset, stakeholder communication, board-level pressure, and recovery.

Don't miss this opportunity to learn, network, and strengthen your team's readiness for real-world cyber crises.

Reserve your spot here: <https://hubs.ly/Q035qyqP0>

#Cybersecurity #Leadership #CrisisManagement #AISecurity #OBSGlobal #Atlanta

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SEE YOU NEXT WEEK IN ATLANTA

November 17

CYBER CRISIS LEADERSHIP SESSION

[Join Us](#)

THE AI ARMS RACE

Don't Bring A Knife To A Gunfight

Tags

The AI Arms Race

By **Eugene Tyrell** on October 2, 2025

Security leadership finds itself unwittingly in an arms race. Our AI-powered adversaries are launching attacks with greater volume, speed, stealth and sophistication...

[Continue Reading](#)

Three Exclusive Events

ONE UNFORGETTABLE EXPERIENCE

These Are Not The Booths Across The Street

Business thrives on relationships, trust and people

The best connections don't happen behind a booth or through a sales pitch, they happen over real conversations, shared experiences and a genuine exchange of ideas. That's why we're bringing the networking off the conference floor and into somewhere you can connect in a way that feels natural, up close, and personal. Grab a drink, pull up a chair, and let's build something real, because great business starts with great relationships.

Better **Beyond** **Next Level**

1.00 - 2.30 PM **Happy Hour**

Wednesday, April 23 - 5:30 PM - 6:30 PM

Step away from the firewall:

No phishing, no exploit-kit, no ransomware, both sides are in person. Join us at The Chester West Pub, where our event goes over wine, cigars and conversation. This is our favorite annual spot for relaxed networking.

[Register Now](#)

SPONSORS

ambler

CYBER CRISIS LEADERSHIP SESSION

Monday, November 17 | 6:00 - 8:30 pm

Ruth's Chris Steak House | Alpharetta, Georgia

Hi,

Just a friendly reminder our upcoming Cyber Crisis Leadership Session session tomorrow at Ruth's Chris Steak House in Alpharetta.

When: Tomorrow, Monday, November 17
Time: 6:00pm - 8:30pm
Location: [Ruth's Chris Steak House - 11655 Haynes Bridge Rd, Alpharetta, Georgia](#)

Add to Calendar
[Apple](#) [Google](#) [Office 365](#) [Outlook](#) [Yahoo](#)

If your plans have changed, we'd appreciate a quick email to let us know connect@obsglobal.com.

obs cybersecurity

OBS Global, US Headquarters, 8500 Normandale Lake Blvd., Suite 350, Bloomington, MN 55437, USA

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Social Media

For this cybersecurity start-up, I led the end-to-end development of the brand, content, and strategic narrative. I crafted and executed a cohesive vision that brought the company's story to life. Additional deliverables—such as government grants, RFPs, and classified materials—are not included here.

ENFOCOM CYBER RANGE

CREATE
A TALENT POOL
FROM WITHIN

Upskill your current talent with the skills they need to succeed in a career in cybersecurity



ENFOCOM

CYBERSECURITY
CORPORATE TRAINING

- ✓ Cybersecurity Analyst
- ✓ Information Security Analyst
- ✓ Cybersecurity Operator
- ✓ Cyber Defence Analyst



40% More

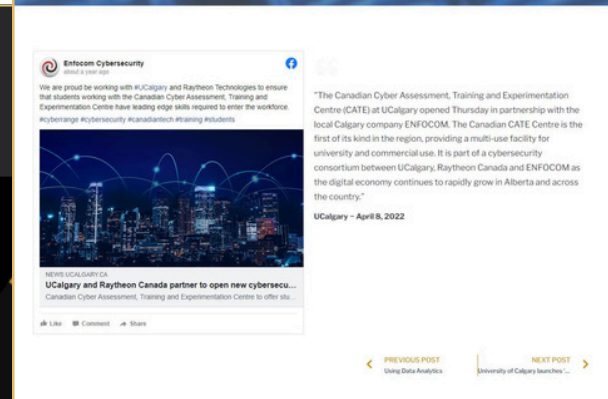
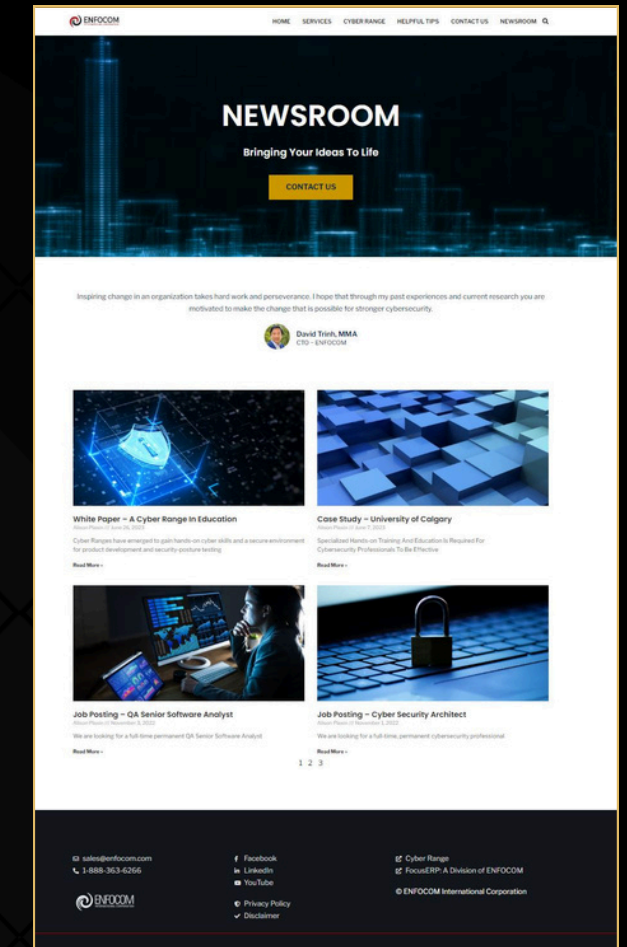
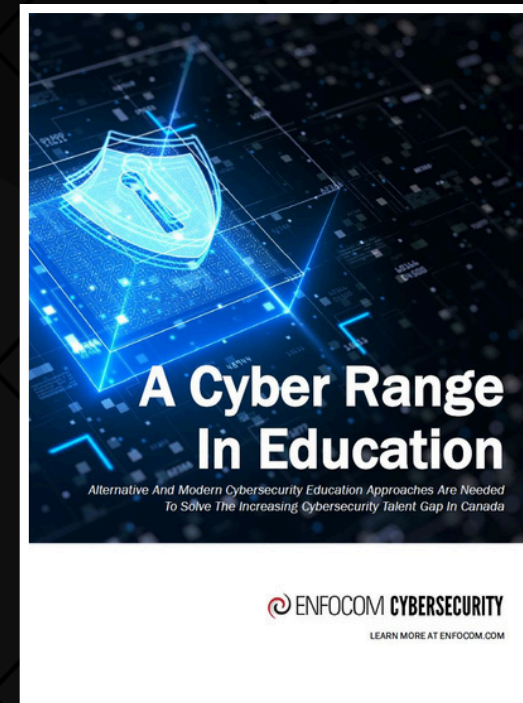
CYBERSECURITY WORKFORCE
NEEDED WORLDWIDE



ENFOCOM CYBERSECURITY

Brand Management

I increased both the digital and physical brand presence of this Cybersecurity company with a strong online identity as well as in-person attending events and training on their behalf. I created everything from press releases, creative content storytelling, website design, email campaigns, landing pages, white paper and case study templates.



Cybersecurity Training Information

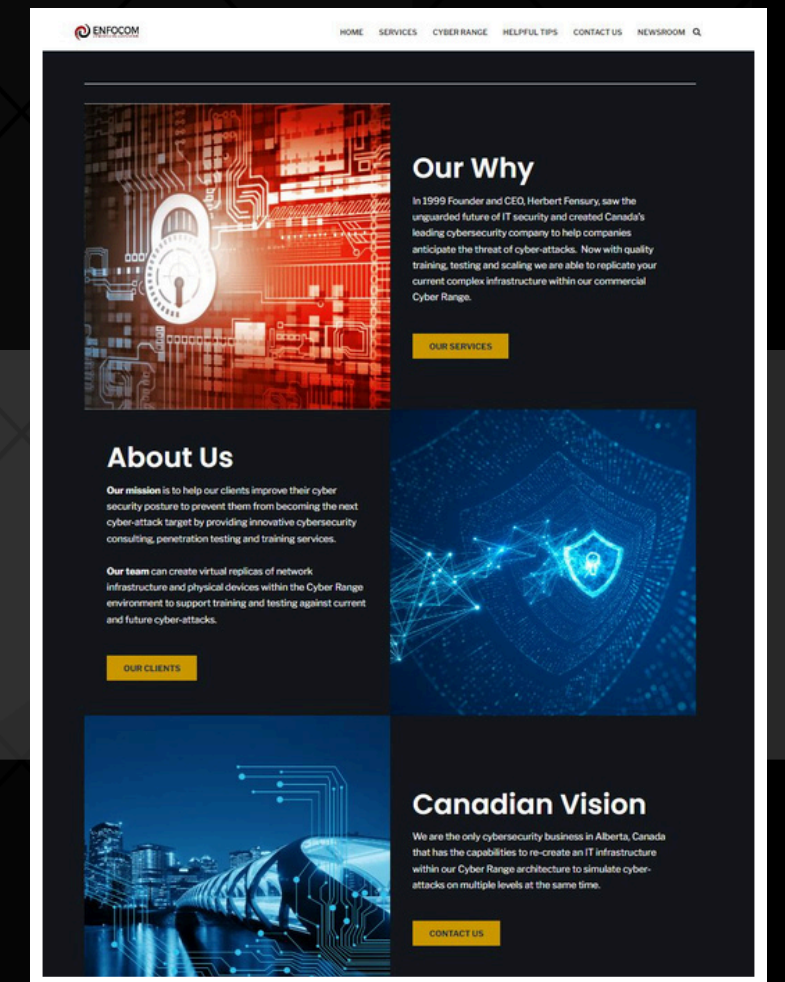
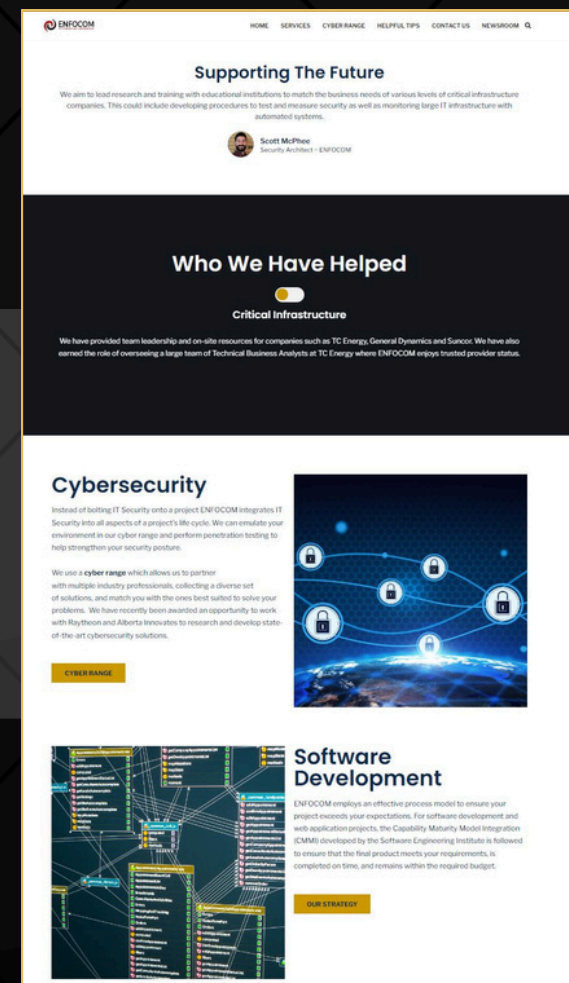
Hello Alison,
ENFOCOM CYBERSECURITY is a Calgary based training company with ready-to-serve **Cyber Range** online courses and content you can deploy for your team with real world scenario's to practice with. Gather your Cybersecurity staff with your IT staff and run through your current Incident Response Plan to see where you need to bolster your line of defense, then take training courses based on where your team needs to grow!

Dozens of courses for IT/Tech staff include topics such as:

- Memory Corruption Vulnerabilities
- Protocol Analysis
- Web Application Penetration Testing

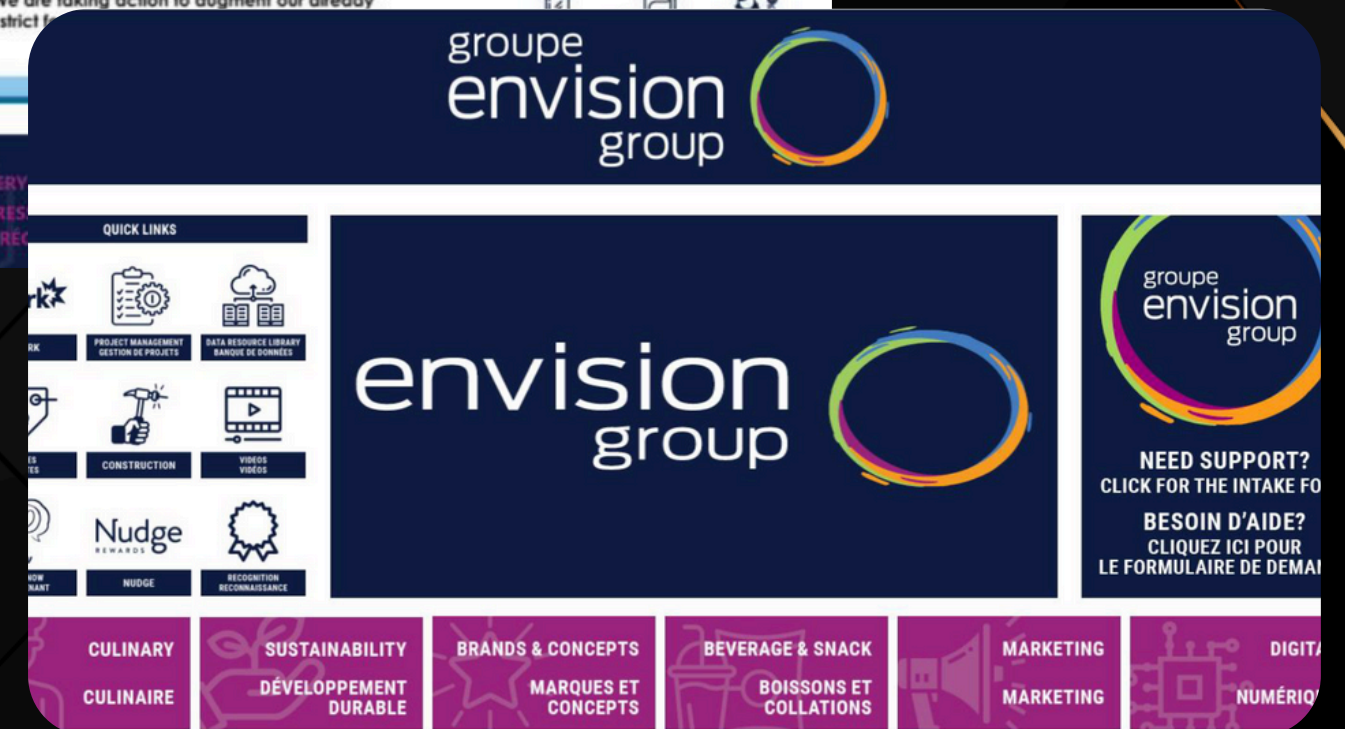
Cyber Range scenario's and exercises such as:

- Linux and Windows Exploitation
- Reverse Engineering
- Memory and Network Forensics
- Malware Analysis
- Forensic Data Recovery



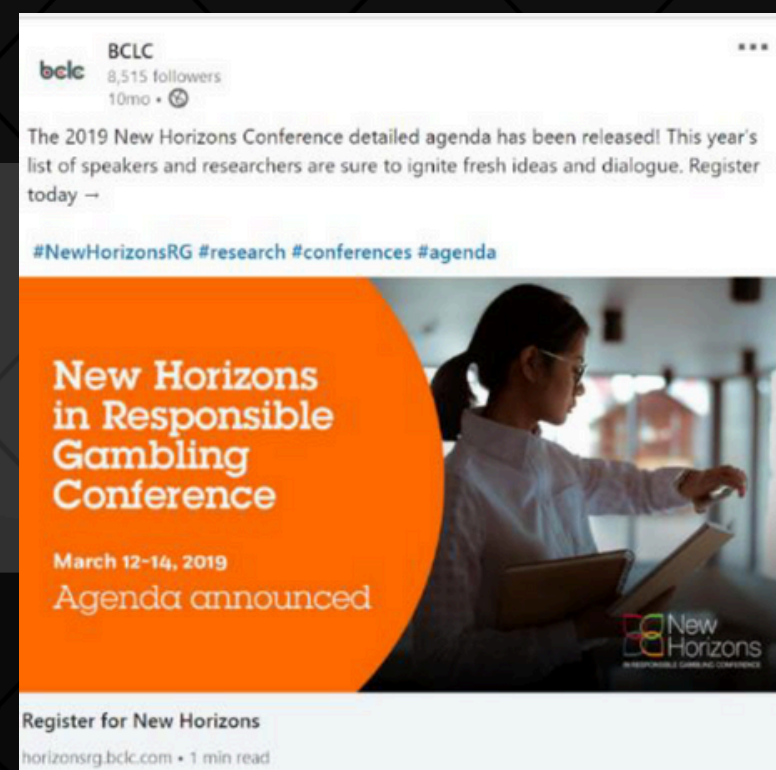
Visual Identity

Creating a consistent visual identity is a constant battle for large organizations. Working with Canada's largest food service company required local and company-wide brand monitoring which was managed through the SharePoint site which I helped to design.



Event Content

Managing the content for company wide events means having a keen eye for details and making sure that all stakeholders are actively involved and have content to share on their personal social channels as well. Working with this government company I managed the event communication and ensured brand continuity.



Templates & Content

Finance is a heavily regulated industry and the brand needs to be monitored at every point where content is delivered to their clients. These are a few examples of templates, charts, ads and web content which I have created for these institutions.

PHILLIPS, HAGER & NORTH
Investment Management

Investment Strategies
LDI Case Study: Aligning Assets to Achieve Evolving Investment Objectives

The Challenge Investors Face
Pension plans face unique investment challenges that vary based on a variety of factors, including plan demographics, the nature of the benefit promise, the applicable regulatory framework, and other plan specifics.

Our Client:

- An open defined benefit pension plan with assets of \$1 billion
- Client manages liability interest rate risk closely

Concerns:

- There is little funding flexibility
- There is little willingness/ability to cut current or future benefit levels in the event of adverse investment experience

PH&N's Assessment
Managing these concerns requires a thorough understanding of the client's unique investment objectives and risk tolerances, as well as the ability to identify and implement customized solutions that reflect these considerations in an efficient and practical way.

The client's portfolio structure has evolved over time as the client's situation and market conditions have changed. Historically, the client has relied heavily on high-quality fixed income investments to meet its investment objectives, but as interest rates have declined, the client's PH&N institutional portfolio manager, using the expertise of our Institutional Portfolio Solutions group (IPS), has analyzed the impact of a variety of portfolio changes relative to the plan's specific liability definition.

PH&N Comprehensive Portfolio Solution
Over the years, these IPS analyses have helped the client better understand their risks and evaluate their options, which has ultimately led to a stable and thoughtful expansion of the portfolio, illustrated below.

Evolution of Mandate: Stable and Thoughtful Expansion of Portfolio

PHILLIPS, HAGER & NORTH
Investment Management

Investment Insights
Corporate Bond Market Trends: BBB Rated Bonds Gaining Importance

The Canadian corporate bond market has undergone a number of material changes in the last 20 years, and as a result has grown exponentially over that period in terms of both dollar size as well as diversity of issuer. In 1995, the total market value of outstanding investment grade corporate bonds in Canada stood at \$37 billion. Within ten years, this figure had risen to \$170 billion, and by 2015 it reached \$405 billion.

The proliferation of the Canadian fixed income market was supported by a significant increase in the number of issuing companies, which rose from 85 to 141 between 1995 and 2005, and reached 199 by 2015.¹ This expansion of issuers, in turn, provided increased diversity in the composition and credit quality of Canada's fixed income market relative to its historical structure.

In this paper, we will outline the changes in the Canadian corporate bond market that have occurred over the past two decades, with a focus on the growing importance of BBB rated issues to the overall market, and we will examine the diversification benefits and return-enhancing properties this segment of the market can offer to institutional investors.

Market overview
The most significant outcome of the growth in the Canadian fixed income market is that it provided investors with more selection among issuers, industries, and credit ratings. Much of this expansion has been driven by bonds rated BBB, as can be seen in Figure 1.

Figure 1: Canadian Corporate Bond Market Composition by Rating

Figure 2: Growth of BBB Bonds (% of Canadian Corporate Bond Market)

In 1995, BBB rated bonds accounted for less than 10% of the FTSE TMX Canada All Corporate Bond Index (a proxy for the investment grade Canadian corporate bond market). Today, the BBB market segment accounts for more than 30% of this index – a share that is greater than the AAA and AA market segments.

¹ FTSE TMX Global Debt Capital Markets Inc.; market values as of December 31, 1995, 2005, and 2015.
² Ibid.

Scotia Wealth Management. Home > Team > Approach > Clientele > Articles of interest > Contact > 604.601.1552 Scotia Online

The Angus Group
ScotiaMcLeod, a division of Scotia Capital Inc.

WELCOME
Thank you for visiting our website. You will find information about our team, our investment approach, who we work with, and articles of interest.

Scotia Wealth Management Enriched Thinking

Market watch
Enriched Thinking

Dear ,
I invite you to read our latest weekly update. You can access the report at the following link: [Market Watch](#), provided by our Global Portfolio Advisory Group. I hope this information is of interest to you.

Read more

Peter Chambers, FMA, FCSI
Senior Wealth Advisor
Associate Director, Wealth Management
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Peter is an accomplished Senior Wealth Advisor who comes from a family with over 50 years of investment industry experience. Peter's focus is on wealth management, preservation of capital, and income strategies. He prides himself on his ability to help clients select the most appropriate investment vehicles for their portfolios. Personal advice and service are key elements to his business. Peter's goal is to work with his clients one on one to build trusted long term relationships. Away from work, Peter enjoys boating, biking, traveling, and spending time with his family. Peter and his wife Jennifer have two children, Amanda born in 2003 and Jacob born in 2005.

David Burden
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David comes from a family with over three decades of experience in helping others achieve their financial goals. He moved to Victoria in the early 90s to attend University where he earned a Bachelor of Science in Mathematics prior to completing a Masters in Leadership Studies. David's focus is on wealth management and offers financial planning and investment management tailored to each client's unique situation. He enjoys the trusted long-term relationships he builds with clients and working with them through all of life's milestones. Outside of the office David enjoys paddle boarding, hiking and camping with his partner Anna and two daughters, Rowan born in 2008 and Bronwyn born in 2011.

Scotia Wealth Management The Chambers Advisory Group
ScotiaMcLeod, a division of Scotia Capital Inc.

Scotia Wealth Management Enriched Thinking

Market watch
Enriched Thinking

Dear ,
I invite you to read our latest weekly update. You can access the report at the following link: [Market Watch](#), provided by our Global Portfolio Advisory Group. I hope this information is of interest to you.

Read more

Alexis Pezdek
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Scotia Wealth Management

With so much to consider, trust **Enriched Thinking.**

Scotia Wealth Management™ is an innovative team based approach to wealth management that addresses the entirety of your life—your family, your business, your future—one facet at a time.

Paul Holmes, MPA, CIM, CFP
Portfolio Manager
Senior Wealth Advisor
ScotiaMcLeod, a division of Scotia Capital Inc.

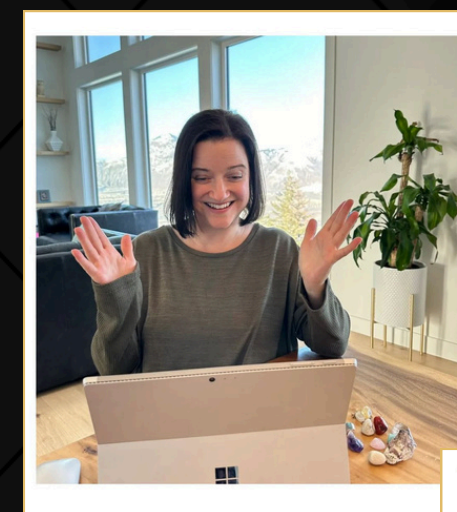
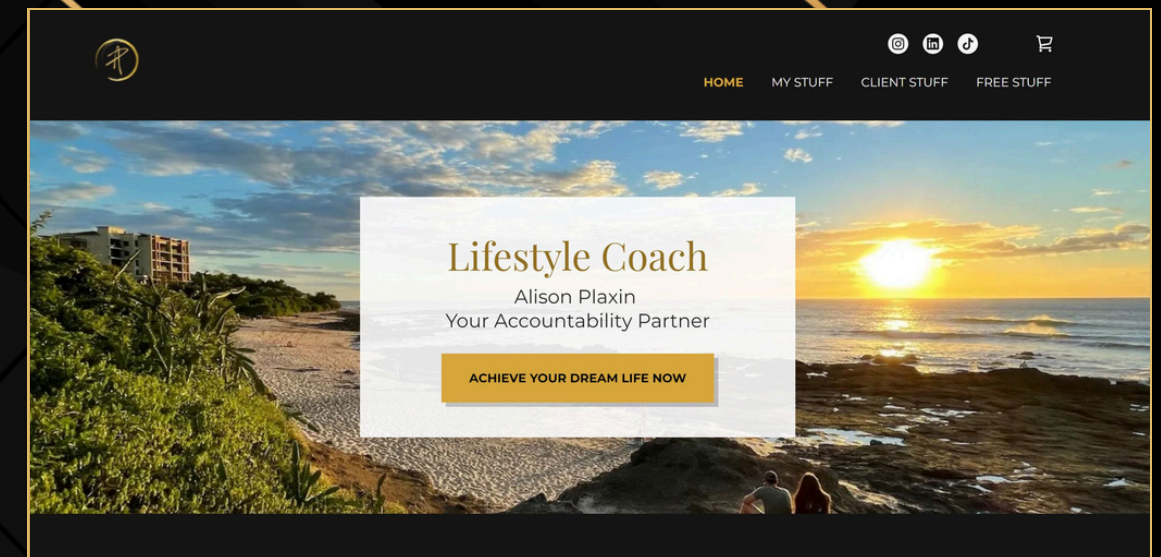
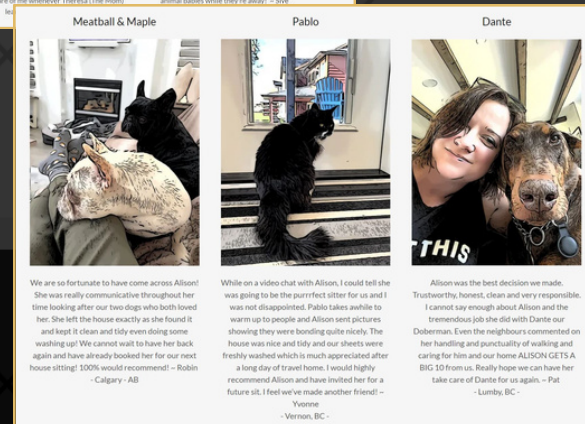
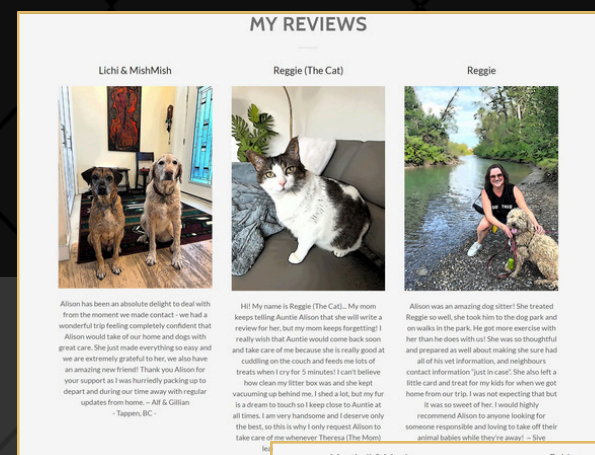
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Holmes Portfolio Management
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Personal Websites

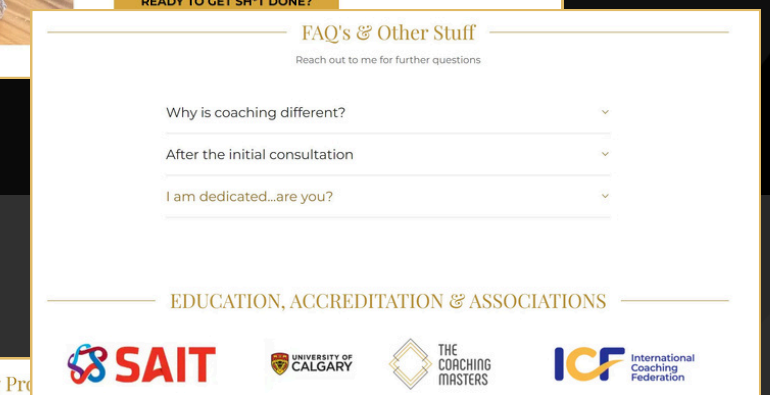
As a side hustle, I help people care for their pets and market myself through CatsNDogStuff.ca. I also help entrepreneurs and professionals to become more accountable with their goals and use AlyCatStuff.ca to market my skills and qualifications.



Your Accountability Partner
For Corporate Professionals & Entrepreneurs

I only work with highly dedicated, motivated and driven individuals who are committed to making changes in their life. I want people to make defined progress in their life through concrete actions. I am focused on helping my client's unlock their own potential.

READY TO GET SH*T DONE?





THANK YOU

alycatstuff.ca