

# PHILLIP BERTHELOT

Portfolio: pbproductions.ca

## Professional Summary

A graduate of the Honours Bachelor of Commerce with an option in marketing at the University of Ottawa, Ontario. Dedicated and hard worker who brings passion, expertise, and knowledge to the work environment. Market-savvy and performance-driven with a motivational leadership style focused on maximizing team contributions and performance. With my expertise in **Digital Marketing, SEO, Content Marketing, Analytics and Social Media Marketing**, I know I can be a huge asset to any team.

## Experience

### **Broadhead Brewing Co. - Brewer**

Ottawa, ON | 04/2023 - 11/2025

- Brewed and packaged beer while managing cellar operations, quality control, and daily production in a fast-paced craft brewery.
- Led outside sales efforts, created original promotional designs, and developed social media content to support brand growth.
- Created my own limited-release beer recipe that was the fastest-selling beer in company history.

### **Canadian Liver Foundation - Digital Communications Coordinator (Contract)**

Remote | 03/2024 - 05/2024

- Create original content for blog posts and coordinate and secure the contribution of guest blog posts.
- Provide analytics for the website and social media channels and provide quarterly reports.

### **Nia Pure Nature - Marketing & Content Creation**

Ottawa, ON | 02/2023 - 01/2024

- Create social media content for products and their benefits.
- Boosted posts' engagement by 300% over 2 months.
- Increased online sales by 200% over 4 months.

### **Freedom Mobile - Keyholder**

Ottawa, ON | 07/2021 - 08/2022

- Freedom Mobile's Highest Accessory Percentage in the Company (nationwide) at 380% - February 2022.
- Freedom Mobile Highest Commission/hour, Year-End - 2021.

### **Telfer Marketing Association, uOttawa Bus. School - Film and Media Director**

Ottawa, ON | 08/2020 - 04/2022

- Determined the best promotional strategies, tactical execution, implementation, and performance analysis.
- Redesigned Telfer Marketing Association website, creating a better UI: [www.telfermarketing.com](http://www.telfermarketing.com).

### **McDonald's - Team Leader**

Belleville, ON | 04/2015 - 08/2019

- McDonald's Employee of The Year – 2015.

## Awards

- City of Belleville Volunteer of The Month - 2017.
- Nicholson Catholic College Honour Roll.
- Highest Graduating Grade in IT – 2018.

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## Education

04/2022

**Telfer School of Management, University of Ottawa**  
Ottawa, ON

**Honours Bachelor of Commerce:**  
Marketing

**Relevant Course Work:** Advertising and Sales Promotion Mgmt, Advertising Techniques, Business Communication, New Venture Creation, Consumer Behaviour, Services Marketing, Market Research, Business Analytics, Marketing Strategy, Statistical Methods in Business, Promotional Planning Practicum, Digital Marketing Technologies, International Marketing, Personal Selling, Women in Media, Media Studies.

## Skills

- Data Analysis & Analytics
- Market Research
- Digital Advertising (PPC & Paid Social)
- Social Account Management (YouTube, Instagram, Facebook)
- Shopify Store Management
- Content Strategy/Content Creation
- Microsoft Word, Excel, PowerPoint, and Access
- Search Engine Optimization (SEO)
- Social Media Marketing
- A/B Testing, Audience Segmentation
- Google Analytics
- Expert Final Cut Pro Editor
- Advanced Canva Pro
- MailChimp Campaign Specialist

## Certifications

- DELF A2 certification in French.
- Digital Marketing Certified – HubSpot Academy
- SEO Certified – HubSpot Academy