

Findlay Hilchie

PRODUCT MANAGEMENT ♦ DIGITAL STRATEGY ♦ DEVELOPMENT

Kitchener, ON ♦ LinkedIn: [Findlay Hilchie](#) ♦ Portfolio: [MustBeTheBeard.com](#) ♦ Skype: [Fhilchie](#)

Education

Bachelor of Commerce-Entrepreneurship, **Saint Mary's University**

Information Technology: Web Programming (3 classes remaining), **NSCC**

Highlights: Attained **100%** in CMS, **91%** in JavaScript Special Topics, **96%** Capstone (Site Development for CNS)

GitHub: <https://github.com/FindlayHi/>

Areas of Expertise

- Marketing Strategy
- Research and Analysis
- Project/Product Management
- Web Development
- Content Marketing
- Leadership

Experience

Barberly, Co-Founder/Product Manager/Developer

Present

- Recruited and manage two development co-founders.
- Produced MEAN based MVP at 48 hour hackathon.
- Ongoing development in Firebase and Angular.

Hustle & Grind Co, Co-Founder/Marketing/Operations

2015 – Present

- Grew company Instagram to 90K+ followers.
- Worked with Partner to create and grow a niche subscription box and ecommerce site.
- Develop content like blog posts, ebooks, and course material.
- Maintain an awareness of emerging marketing technology to optimize workflows.
- Manage a team of freelance writers, graphic designers, and developers.
- Worked in collaboration to develop content marketing strategy.

Equals6.com, Digital Strategy/Community Manager/Product Manager

2011 – 2015

- Review and interpret analytics both with google analytics and KISSmetrics.
- Lead the digital marketing and social media strategy for Equals6.
- Use social networks to build partnerships and communication to increase and grow business.
- Deliver highly effective marketing and engagement initiatives across various social media platforms.
- Collaborate with executives to create and implement strategies to achieve sales and marketing goals.
- Apply gamification principles to increase participation, excitement and awareness.
- Analyze traffic and social strategies to determine peak times to engage and maximize efforts.
- Reported to CEO and CTO on weekly basis as to progress of development and user growth.
- Coordinated with development lead to outline and track feature development and QA.
- Oversaw the development and marketing projects and activity from implementation to development.

Development Skills

LAMP Stack ▪ UI/UX Design ▪ Adobe Suite ▪ HTML5 ▪ CSS3 ▪ WordPress ▪ JavaScript ▪ Node ▪ Angular ▪ OOP ▪ MEAN Stack

Social Media

Facebook ▪ Twitter ▪ Reddit ▪ LinkedIn ▪ G+ ▪ Instagram ▪ Buffer ▪ Hootsuite ▪ Latergramme

Awards and Achievements

Fusion GO Award: Innovation ▪ Order of Entrepreneurship (Inaugural Year) ▪ APEX Business Plan Competition: Third Place

Articles

[Six Things That Productive People Do That Procrastinators Forget](#)

[9 Ways to Start A Conversation with Someone at a Networking Event](#)

[How Introverts Can Leverage Tech to Be Successful In Entrepreneurship](#)

Public Speaking

From Hustle to Hired

Super Fans: How to find them and high five them

Dalhousie Medical School

PodCampHFX