

Elise Eleanor Chester Stitt

0402 577 651 (m) | elise.e.stitt@gmail.com | elisestitt.com.au | linkedin.com/in/elisestitt

PROFILE

I'm a digital native, with experience in product, tech, operations, marketing and advertising. While I graduated with a degree in Interior Design, I've since pivoted and utilise my skills in the digital marketing and publishing space, with a key achievement being a winner in the Tech Category for the B&T 2021 30 under 30 awards.

I'm looking for a role where I can lead a team of creative, solutions focussed individuals, to collaboratively make products and experiences that excite and thrill the user. I have a particular focus on product and data analytics in driving creative, evidence-based solutions to problems across all areas of a business.

CAPABILITIES & SKILLS

Strategic Planning

I excel at planning with internal and external stakeholders to research and strategise for new product development, reporting procedures, development implementation and testing. I ensure that projects are run on time and to budget, while prioritising requests from across multiple areas of the business.

Creative Thinking and Problem Solving

I apply critical thinking and problem-solving to enhance solutions across all departments within the business, helping to provide cohesive and valuable resolutions to the differing business objectives.

Communication and Influence

I have proven verbal and written communication skills having been trusted with developing clear and concise data analysis, reports and business proposals to senior stakeholders, both internally and externally. I am able to easily manage various stakeholders, ensuring that various business goals are prioritised and teams are communicated with throughout projects.

Customer Service and Emotional Intelligence

I have highly developed customer service skills, drawing upon previous experience across account management roles in addition to client facing positions, and use these skills to advise and make recommendations on products, strategies and user experience.

CAREER SUMMARY

Pedestrian Group Pty Ltd

Technology Manager
Digital Product Manager
Digital Marketing & Product Executive

June 2017 – Present

June 2019 – Present
April 2018 – May 2019
June 2017 – April 2018

DUX (Previously Studio Matrix Pty Ltd)

Chief Operations Officer
Business Development Manager
Sales & Communications Coordinator

June 2014 – May 2017

June 2015 – May 2017
December 2014 – May 2015
June 2014 – November 2014

CAREER HISTORY

June 2017 – Present Pedestrian Group Pty Ltd

June 2019 - Present **Technology Manager**

Responsible for:

- Management of all Pedestrian Group websites (6 in house, 2 in conjunction with US partners)
- Project and budget management
- Product management and implementation, working with internal teams, clients and third party providers
- Technology advisement, including security, equipment, protocols, onboarding and offboarding
- Stakeholder management
- Affiliate revenue reporting and strategy

Key Achievements:

Elise Eleanor Chester Stitt

0402 577 651 (m) | elise.e.stitt@gmail.com | elisestitt.com.au | [linkedin.com/in/elisestitt](https://www.linkedin.com/in/elisestitt)

- Replatformed Gizmodo, Kotaku and Lifehacker sites onto the existing Pedestrian Group multi-site stack, resulting in an increase of ad inventory by 33%, an increase in Google Lighthouse Performance scores by an average of 31 points and a 19% revenue uplift in the July-December period following the replatforming
- [Winner of the 2021 B&T 30 under 30 Award in the Tech Category](#)
- Lead the merge of internal software, hardware, storage systems and products between Pedestrian.TV and Allure Media following the merge into Pedestrian Group

April 2018 – May 2019

Digital Product Manager

Responsible for:

- Managing two departments (Pedestrian Jobs and Products)
- Project management
- Development communication, ideation, implementation briefing and testing
- Product research, development and implementation
- Ad trafficking management and support
- Client service
- Data analysis and reporting

Key Achievements:

- Increased Jobs revenue 15% (Year on Year)
- Lead the development of Pedestrian owned products, including landing pages, interactive quizzes, forms
- Lead the ad server migration from Google Ad Manager to Google Ad Manager 360, liaising with stakeholders across the Pedestrian & wider Nine business (i.e. Channel Nine)

June 2017 – April 2018

Digital Marketing & Product Executive

Responsible for:

- Jobs CMS management, technical and service based
- Customer service
- Ad trafficking optimization and support
- Social media management, content and EDM creation
- Promotion and growth metrics
- Data analysis across departments
- Training incoming traffic staff/managers

Key Achievements:

- Increased monthly revenue on Pedestrian Jobs platform by 25%
- Launched Pedestrian sponsored products including a micro retail site for Doritos, an integrated search widget for Domain and a content widget for Tafe NSW
- Learnt Google Ad Manager in a month and delivered all Christmas campaigns on time and over 100%
- Consistent customer service for Jobs customers with fast, efficient and helpful solutions to problems

June 2014 – May 2017

DUX (formerly 'Studio Matrix Pty Ltd')

June 2015 – May 2017

Chief Operations Officer

Responsible for:

- Managed a team of twelve across four departments (account management, social, design & development)
- Inter-departmental facilitation and liaison
- Advertising campaign management and execution
- Digital strategy research for brand growth
- User experience design and development
- Recruitment
- Office management
- Implementation of staff initiatives including health, education and team building

Key Achievements:

- Converted the company to a new project management system
- Building a team and hiring four additional staff to ensure team resources were adequately provided for
- Transitioned our development department from offshore to freelancers in Australia, saving the company 20% off monthly development costs
- Implemented staff initiatives across professional development, team building and bonuses

Elise Eleanor Chester Stitt

0402 577 651 (m) | elise.e.stitt@gmail.com | elisestitt.com.au | [linkedin.com/in/elisestitt](https://www.linkedin.com/in/elisestitt)

Dec 2014 – May 2015 **Business Development Manager**

Responsible for:

- Account management
- Customer Relations
- Digital SEM (Google AdWords, Facebook & Instagram)
- Campaign reporting

Key Achievements:

- Consistent delivery of strong AdWords strategy to drive sales for retail clients
- Utilised Instagram advertising as part of the beta program to connect with target audience as they engaged with the brand
- Developed streamlined reporting documents to use across the business

June 2014 – Nov 2014 **Sales & Communications Coordinator**

Responsible for:

- Social media marketing
- EDM content creation
- Campaign planning and execution
- Google Adwords campaigns

Key Achievements:

- Increased client's SEO on keywords for maximum reach
- Developed and implemented social strategies for four different companies

AWARDS

[B&T 2021 30 Under 30 Winner - Tech Category](#)

Pedestrian Group 'The Juggler' award December 2020

EDUCATION

Bachelor of Interior and Spatial Design

University of Technology Sydney, NSW Australia (2010 – 2013)

Golden Key Honours Society – UTS Chapter