

Lilian Manzi

Ottawa, ON · lilianmanzi13@gmail.com · 343-254-6007
lilianmanzi.com · linkedin.com/in/lilianmanzi

PROFILE

Bilingual Commerce graduate from uOttawa, fluent in English and French. Eager to contribute from day one, keep learning, and take on real challenges.

SKILLS

Marketing: Brand strategy, content creation, campaign planning, market research, consumer behaviour

Creative: UX/product design, design systems, brand identity, Canva, Photoshop

Technical: HTML, CSS, PHP, SQL, JavaScript, HubSpot (in progress)

Languages: English (fluent) · French (fluent) · Spanish (moderate)

EXPERIENCE

Co-Founder & Creative Strategist | EZ Customers · ezcustomers.ca *2025 to Present*

- **Product design:** led full UX and product design for a SaaS booking platform, directing a developer through specs covering onboarding, booking flow, email notifications, and a drag-and-drop website builder.
- **Design system:** built a complete visual system including colour/typography tokens, card components, motion standards, and responsive/accessibility guidelines from scratch.
- **Brand identity:** created all brand assets, including logo variants, visual language, and the public landing page, establishing the product's identity end to end.

Marketing & Sales Consultant | CHATR Canada *Winter to Summer 2025*

- **Client acquisition:** converted walk-in prospects into subscribers by diagnosing needs and matching clients to tailored plans, consistently hitting monthly targets in a high-volume retail environment.
- **Bilingual brand rep:** delivered all client consultations in English and French, guiding customers through account setup and carrier-switching with clarity.

Marketing & Operations Intern | Esta Café · Kigali, Rwanda *Summer 2024*

- **Process improvement:** designed service protocols that reduced catering order errors and improved client satisfaction through feedback-driven iteration.
- **Event execution:** coordinated end-to-end logistics for events of 50 to 300 guests across a team of 20+, achieving 100% on-time delivery.

EDUCATION

Honours BCom, Marketing Specialization | Telfer School of Management, uOttawa *May 2026*

Relevant: Promotion & Advertising, Management Analytics, Entrepreneurship, MIS · Bilingual EN/FR

PROJECTS

- **FridgeRaid, a Full-Stack Web App:** built a recipe app with UI design, a PHP/SQL back end, and JavaScript/AJAX functionality.
 - **Intopia Business Simulation:** managed a simulated company across B2B and B2C markets, managing marketing strategy, capital allocation, and competitive positioning with the VRIO framework.
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