



**Gregory Portnoy**  
Marketing Director

Law graduate at Deakin University who has used his entrepreneurial skillset to start and contribute to multiple successful ventures. Embodies strong communication and interpersonal skills developed through experience in Retail, Finance, Sales and Digital Marketing. Driven individual with a passion for learning and success.

## Personal Info

### Phone

+61 424 142 124

### E-mail

gregoryjportnoy@gmail.com

## Key Skills

Google Advertising

Instagram Growth

Facebook Advertising

Marketing Strategy

Lead Generation

Customer Service and Client Management

Consultancy and Business Advice

Technology Literacy

## Digital Skills

Keynote / Microsoft Powerpoint

Pages / Microsoft Word

Numbers / Microsoft Excel

DigitalMedia (Instagram, Youtube, Google, Facebook)

Website Management

Landing Pages

Graphic Design

## Work History

2019-02 -

Current

### COMMERCIAL MANAGER

*DWELLIE HOMES PTY LTD*

- Encapsulated all paid advertising strategy and implementation.
- Created all website designs, landing pages, and e-mail automations.
- Dwellie is projected to gross a six-figure profit and is currently running at a 700% ROI from Google Ads.
- Check it out - [www.dwellie.com.au](http://www.dwellie.com.au)

2018-02 -

Current

### MARKETING DIRECTOR

*JACKSON CAPITAL PTY LTD*

- Running all the advertising and sales engines for a multi-million-dollar finance company. Successfully created a huge side-business within their company to generate a six-figure revenue stream within 8-months.
- Remotely manage their online ads in an off-site role.

2016-09 -

2018-012

### FOUNDER

*INTERNET COMPANY*

Read my interview with Startup Daily:

<http://www.startupdaily.net/2017/09/tuty-tackling-tutoring-online-lessons-tuty-points/>

- Created an innovative online marketplace for students and tutors to connect.
- Pitched an investor the idea in 2016, received full funding, and launched in 2017.
- Managing administration, marketing, sales, customer acquisition and director duties.
- Signed up 2,500 users by speaking to university

# Languages

English

Native

Russian

Fluent

students on campuses around Melbourne.

2017-03 –  
2018-03

## SECRETARY

*COMMUNITY MATES, MELBOURNE CHAPTER*

Community Mates is a NFP that connects casual volunteers and charitable organizations.

- Building the Melbourne database by on-boarding new charities and volunteers through cold-calling and digital marketing campaigns. We now have over 500 volunteers.
- Volunteering with a wide array of charity partners.
- Handling administrative and secretarial tasks on behalf of the executive board.

2015-12 -  
Current

## SENIOR SALES CONSULTANT 3IC

*TELSTRA, BENTLEIGH STORE, MELBOURNE*

- Developing communication, listening and sales skills in a fast-paced retail environment.
- Handling customer disputes and problem solving with creativity.
- Working effectively in a team and under pressure.

2015-01 -  
2016-01

## LEGAL ASSISTANT

*JBT LAWYERS, MELBOURNE, AUSTRALIA*

- Provided assistance to the Principal Partner at JBT.
- Performed legal research for the cases, reviewed a variety of legal documents, filed and drafted legal work.
- Represented a bankruptcy matter in the Supreme Court.
- Performed general administrative duties.

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## Education

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2013-03 –  
2019-06

## BACHELOR OF LAWS

*DEAKIN UNIVERSITY*

2007-08 -  
2012-12

## V.C.E

*MOUNT SCOPUS COLLEGE*

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## Interests

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Sports (AFL)

Digital Advertising

Technology

Travel

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## Referees

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- David Badov - Venture Capitalist and Head of Gastroenterology at Frankston Hospital, (0402 058 294)
- Richard Jackson – CEO at Jackson Capital, (0417 006 066)
- Ben Yardeny - Co-founder of Tutty, (0404 613 106)

