

# G. WILLIAM BELYEA

Creative & Digital Marketing Specialist  
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## Employment Background

### • Creative Director & Digital Marketing Lead

Wowly Pickleball, Edmonton, AB/Hong Kong SAR

May 2023 to Present

Led the creation of the Wowly Pickleball brand from the ground up. Developing guidelines, visual identity, paddle and merchandise artwork. Directing website creative, banners, photography, e-commerce, copy and marketing initiatives. Overseeing brand management across social media, while managing digital marketing strategy and account execution.

### • Creative & Digital Marketing Specialist

Concrete Global, Edmonton, AB

October 2011 to Present

Delivering web design, graphic design, social media activation, and digital marketing services to support client campaigns and agency initiatives. Contributing to brand positioning, audience growth, and consistent digital presence through strategic and visually driven solutions.

### • Digital Pre-Press Technician / Graphic Designer / Social Media Coordinator / Content Creator

Cowan Graphics Inc., Edmonton, AB

November 2013 to December 2025

Lead proofing and output artist responsible for complex, short time frame production projects. Building and maintaining brand standards as well as curating and monitoring all of Cowan Graphics' social media and online content.

### • In-House Graphic Designer

O'Canada Gear, Edmonton, AB

May 2009 to December 2011

Manipulating client-supplied artwork for a variety of promotional marketing reproductions. Re-design and management of a successful online store built with HTML and CSS.

### • DJ & A/V Technician

Belyea DJ Services, Edmonton, AB

April 2006 to Present

Corporate and wedding event DJ, A/V, sound and light technician. Experienced in planning, scheduling, transport and coordinating large events as well special production audio edits for client requests.

## Education

### • Northern Alberta Institute of Technology

Graphic Communications Certification, Digital Pre-Press Technology.

2008-2009

### • French Immersion

12 years (K-11). Edmonton Public Schools.

1991-2003

## Skills

- Digital marketing strategy & account management
- Brand creation, creative direction & identity systems
- Social media management & paid advertising (Meta, Google)
- Web & e-commerce design (WordPress, Squarespace, Shopify)
- Website & product copywriting
- SEO & content optimization
- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premiere)
- HTML & CSS customization

## Volunteer Activities / Professional Associations

- Shambhala Music Festival - Artist Relations Site Operations/Hospitality Concierge Supervisor July 2022, 2023, 2024, & 2025
- Psychedelic Association of Canada - Social Media Content Team - Graphic Design, Canva-based May 2021 - May 2023
- Blue Quill Condo Board Corporation - Secretary - Graphics, Scheduling, Communications, Deficiency List Presentation June 2019 - July 2023
- Committee Chairperson representing O'Canada Gear  
Military Family Resource Center Annual Charity Golf Tournament 2009 - 2011
- Tutor, Calculus, University of Alberta 2005
- Jr. Varsity Basketball & Volleyball Coach. Strathcona Composite High School 2001-2004

## References

Available upon request.