

# Marcus Giancola

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## EDUCATION

*Graduate Certificate, Public Relations*  
Niagara College  
2024- 2025

*Bachelor of Arts, Business*  
Communication (Minor in Digital  
Culture)  
Brock University  
2020- 2024

## SKILLS/PLATFORM PROFICIENCY

- ▶ Asynchronous Work Experience
- ▶ Social Media Strategy
- ▶ Event Promotion
- ▶ Crisis Communication
- ▶ Content Creation
- ▶ Trend Analysis
- ▶ Meta Business Suite
- ▶ Microsoft Office Suite
- ▶ Canva
- ▶ Mailchimp
- ▶ WordPress/Elementor
- ▶ Figma
- ▶ Meltwater
- ▶ MRP

## CERTIFICATIONS

- ▶ Public Relations Agency Course, *Meltwater*
- ▶ Content Marketing and SEO Fundamentals with Eric Enge, *Semrush*
- ▶ TikTok 101, *TikTok Academy*
- ▶ Crisis Communication, *Ametros Learning*

## MEMBERSHIPS

Canadian Public Relations Society (CPRS)  
Hamilton  
2024- Present

Golden Key International Honour Society  
2023- Present

## PROFILE

A creative, results-driven, and team-oriented individual with experience providing strategic support and input in content creation and digital marketing.

## RELATED EXPERIENCE

### Digital Marketing & Communications Intern

Learning Disabilities Association of Niagara Region (LDANR) | **Sept 2023- April 2024**

- ▶ Planned, scheduled, and produced social media, newsletter, and website content to support and enhance the organization's image using a variety of software, including Mailchimp, Canva, and Meta Business Suite.
- ▶ Coordinated and managed virtual events. Updated and maintained the organization's website and social media accounts in an asynchronous operational support capacity.
- ▶ Analyzed audience data and metrics to develop a social media strategy that successfully generated a 20% increase in engagement with the organization's online presence over a period of 8 months.

### Elevator Operations Coordinator

Embassy Suites by Hilton Niagara Falls Fallsview | **July 2017- Present**

- ▶ Act as a courteous first point of contact in a fast-paced hospitality role, greeting guests and providing information upon request. Respond diplomatically to complaints, working to offer immediate and satisfactory resolutions.
- ▶ Monitor and strategically direct guest traffic in and between the hotel lobby and elevators in order to reduce congestion and proactively maintain a pleasant experience for guests, including during peak hours.
- ▶ Coordinate prompt and effective responses in cases of elevator malfunctions or entrapments, with an emphasis on ensuring guest safety and restoring elevator function as quickly as possible.