

Marcus Giancola

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PROFILE

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

EDUCATION

Graduate Certificate, Public Relations

Niagara College, 2024- 2025

Bachelor of Arts, Business Communication

Brock University, 2020- 2024

SKILLS/PLATFORM PROFICIENCY

Asynchronous Work Experience

Social Media Strategy

Event Promotion

Crisis Communication

Content Creation

Trend Analysis

Microsoft Office Suite

Google Workspace

Adobe Creative Cloud

Meta Business Suite

Canva

Mailchimp

WordPress

Figma

Meltwater

MRP

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. 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.

CERTIFICATIONS

Public Relations Agency Course, *Meltwater*

Media Relations, *Meltwater*

Content Marketing and SEO Fundamentals, *Semrush*

Crisis Communication, *Ametros Learning*

MEMBERSHIPS

Canadian Public Relations Society (CPRS)

National, 2024- Present

Golden Key International Honours Society,

2023- Present