

Marcus Giancola

905-736-1893 | marcus.giancola@gmail.com | [LinkedIn](#) | [Digital Portfolio](#)

PROFILE

Recent graduate in Business Communication and Public Relations with hands-on internship experience in written communications, content management, blog writing, event coordination. A proactive, adaptable team player who enhanced digital engagement through creative campaign support during academic projects. Eager to leverage this foundation to create thoughtful, results-driven communications that support organizational goals and engagement.

EDUCATION

Graduate Certificate, Public Relations
Niagara College, 2024-2025

Bachelor of Arts, Business Communication
Brock University, 2020-2024

SKILLS/PLATFORM PROFICIENCY

Creative Storytelling
Social Media Strategy
Event Promotion
Asynchronous Work Experience

Content Creation
Campaign Management
Crisis Communication
Microsoft Office Suite

Adobe Creative Cloud
Meta Business Suite
Canva
Mailchimp

WordPress
Figma
Meltwater
MRP

RELATED EXPERIENCE

Public Relations Intern

Giant Shoe Creative Agency (GSCA) | **March 2025-April 2025**

- Promoted the Greater Niagara Chamber of Commerce's Business After 5 networking event (co-hosted by GSCA) through targeted digital marketing, social media, and media relations, resulting in over 200 people in attendance.
- Developed and wrote original, SEO-friendly blog content by pitching strategic ideas aligned with brand messaging, resulting in increased website traffic and stronger audience engagement.
- Created compelling static images and Reels for several brands using Canva and Adobe Premiere Pro, leveraging Later to streamline scheduling while showcasing storytelling and maintaining a cohesive social media presence.
- Efficiently managed data entry tasks using Google Sheets by accurately inputting and organizing large volumes of information, ensuring up-to-date records and supporting smooth operational workflows.

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 per cent increase in engagement with the organization's online presence over a period of eight months.

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Elevator Operations Coordinator

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

- Manage elevator operations software to control car destinations, redirect elevators at capacity, and optimize travel paths – reducing wait times and improving overall system efficiency.
- Act as a courteous first point of contact in a fast-paced hospitality role, greeting guests and providing information upon request.
- 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

- **Become an AI-Powered Marketer**, *Semrush*
- **Building a Customer Persona**, *Semrush*
- **Content Marketing Principles for Business**, *Semrush*
- **How to Write Effective PR and Link Requests with Adam Reimer**, *Semrush*
- **Mastering Digital PR with Brian Dean**, *Semrush*
- **Media Relations with Meltwater**, *Meltwater*
- **Public Relations Agency Course**, *Meltwater*
- **Social Listening with Explore: Foundations**, *Meltwater*
- **Content Marketing and SEO Fundamentals with Eric Enge**, *Semrush*
- **Crisis Communication Simulation**, *Ametros Learning Inc.*
- **Professional Selling Simternship**, *Stukent*
- **The 6 Types of Working Genius Assessment**, *The Six Types of Working Genius*
- **TikTok 101**, *TikTok Academy*

AWARDS

- **Associate Dean's Award of Excellence**, 2025, Niagara College
- **Distinguished Graduating Student Award**, 2024, Brock University
- **Bohdan Szuchewycz Prize in Communication Studies**, 2024, Brock University

MEMBERSHIPS

Canadian Public Relations Society (CPRS) National | 2024-Present

Canadian Public Relations Society (CPRS) Hamilton, | 2024-Present

Golden Key International Honours Society, | 2023-Present