

# Marcus Giancola

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## PROFILE

Recent graduate in Business Communication and Public Relations with hands-on experience supporting high-impact communications and marketing initiatives in both academic and regional settings. Currently contributing to regional campaigns at Niagara Economic Development by developing content for print, web, and social media, while supporting digital engagement, event promotion, and stakeholder outreach. A proactive and adaptable team player with a strong foundation in content development, writing, and public-facing communications, eager to apply these skills to create strategic, multimedia content that drives awareness and community 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 Suite  
Hootsuite  
Canva  
Mailchimp

WordPress  
Figma  
Meltwater  
MRP

## RELATED EXPERIENCE

### Marketing Intern, Economic Development

Niagara Region | May 2025-Present

- Lead the coordination of the **Connect to Care campaign** in partnership with internal stakeholders and healthcare organizations, developing a comprehensive communications plan that includes a media release, media pitches, outreach emails, and supporting digital assets to drive region-wide resident engagement with the Find a Doctor tool and attachment with family physicians.
- Redesign and maintain Niagara Economic Development's **corporate and sector-specific pitch decks** in PowerPoint, working closely with senior leadership to modernize messaging, and visual content that reflect the Division's brand and appeal to local, national, and international audiences.
- Apply **strategic public relations and communication principles** to all internal and external messaging, ensuring clarity, brand alignment, and audience relevance across media materials, stakeholder correspondence, and digital campaigns.
- Contribute to **stakeholder outreach** by assembling and coordinating promotional and gifting materials for in-person activations and events, collaborating across the Economic Development team to ensure consistent and impactful regional representation.
- Support **digital engagement efforts** by executing and refining social media calendars using Excel and Hootsuite, managing digital content libraries, and tracking post performance analytics to support reporting and campaign evaluation.

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## 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 community engagement with the organization's online presence over a period of eight months.

## 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.

## AWARDS

- **Student Award of Excellence**, 2025, Canadian Public Relations Society (CPRS) Hamilton
- **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