

Marcus Giancola

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

PROFILE

Recent graduate in Business Communication and Public Relations with experience supporting multi-channel communications and marketing initiatives in agency, tourism, and regional government settings. Currently contribute to Niagara Region projects by developing content for web, social media, email, and print while assisting with event promotion, media outreach, and community engagement. Recognized with awards from Brock University, Niagara College, and the Canadian Public Relations Society (CPRS) for excellence in communications and PR. A proactive and detail-oriented communicator with strong skills in writing, editing, content creation, and campaign reporting, as well as experience coordinating influencer engagement, stakeholder relations, and promotional activations.

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 365

Adobe Creative Suite
Sprout Social
Canva
Mailchimp

WordPress
Figma
Meltwater
MRP

RELATED EXPERIENCE

Multi Media Development Intern, Partnerships & Communication

Niagara Region | August 2025-Present

- Support the coordination and execution of Niagara Region's "This is Your Niagara" campaign, collaborating with internal teams to implement communications tactics that educate residents on tax spending and drive meaningful feedback to inform 2026 budget allocations and Niagara's future.
- Develop scripts in Word, organize shot lists, and coordinate video briefs for social media reels while using Sprout Social to support scheduling and tracking, **strengthening Niagara Region's digital storytelling and enhancing resident engagement** across platforms.
- Manage and analyze master data sheets in Excel to track resident feedback and compile monthly digital performance reports in PowerPoint, **delivering actionable insights** that inform campaign strategies and communications decisions.
- Produce **communications content** by drafting articles and copywriting for digital and print platforms, enhancing Niagara Region's online presence, brand consistency, and community reach.
- Facilitate in-person campaign events across Niagara by overseeing setup and engaging directly with residents, deepening participation in the budget process and **strengthening public trust**.

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Marketing Intern, Economic Development

Niagara Region | May 2025-August 2025

- 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.

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.