

Marcus Giancola

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

PROFILE

Marketing, public relations, and communications professional with experience executing multi-channel initiatives across non-profit, agency, tourism, and regional government environments. Support Fallsview Group in a public relations capacity by leading influencer programs, drafting media releases and media materials, executing proactive media outreach, and monitoring digital engagement metrics to assist reporting and planning. Recognized with awards from Brock University, Niagara College, and the Canadian Public Relations Society. A communicator skilled in strategic marketing coordination, multi-channel content execution, stakeholder engagement, and customer relationship management (CRM). Experienced in writing in Canadian Press Style and applying Accessibility for Ontarians with Disabilities Act (AODA) standards to deliver clear, accessible communications aligned with Niagara Region's Council Strategic Priorities. Well-versed in supporting marketing campaigns and projects that advance economic development and community well-being.

EDUCATION

Graduate Certificate, Public Relations
Niagara College, 2024-2025

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

SKILLS/PLATFORM PROFICIENCY

Creative Storytelling	Content Creation	Meta Business Suite	Mailchimp
Social Media Strategy	Campaign Management	Hootsuite	WordPress
Event Promotion	Crisis Communication	Modash	Microsoft 365
Asynchronous Work Experience	Canadian Press Style	Muck Rack	Canva

RELATED EXPERIENCE

Public Relations Associate

Fallsview Group | November 2025-Present

- Manage macro and micro influencer programs using Modash by **sourcing, evaluating, and coordinating creators for hosted stays and dining experiences**, negotiating deliverables, providing content direction, and ensuring consistent representation of over five brands.
- Lead proactive media relations using Muck Rack by developing **targeted press materials** and tailored outreach lists for brands such as **Hyatt Regency, Tower Hotel, Wyndham Grand, and STK Steakhouse**, securing ongoing earned and paid coverage across regional, lifestyle, and hospitality outlets.
- Write and refine key communications products including **media releases, media pitches, blogs, executive bios, influencer briefs**, and branded correspondence that support property announcements, dining initiatives, and guest engagement campaigns.
- Coordinate **cross-property collaboration** by working closely with **hotel managers, restaurant leads, and senior leadership** to maintain messaging accuracy, brand alignment, and timely execution of PR activities.
- Track and assess digital performance by monitoring influencer content, capturing engagement metrics, and maintaining organized content libraries to support reporting, campaign evaluation, and ongoing planning.

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Multi Media Development Intern, Partnerships & Communication

Niagara Region | August 2025-November 2025

- Supported the coordination and execution of **Niagara Region's "This is Your Niagara" campaign**, collaborating with internal teams to implement communications tactics that educated residents on tax spending and drove meaningful feedback to inform 2026 budget allocations and Niagara's future.
- Developed scripts in Word, organized shot lists, and coordinated 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.
- Managed and analyzed master data sheets in Excel to track resident feedback and compiled monthly digital performance reports in PowerPoint, **delivering actionable insights** that informed campaign strategies and communications decisions.
- Produced **communications content** by drafting articles and copywriting for digital and print platforms, enhancing Niagara Region's online presence, brand consistency, and community reach.
- Facilitated in-person campaign events across Niagara by overseeing set up and engaging directly with residents, deepening participation in the budget process and **strengthening public trust**.

Marketing Intern, Economic Development

Niagara Region | May 2025-August 2025

- Led the coordination of the **Connect to Care** campaign in partnership with **internal stakeholders and healthcare organizations**, developing a comprehensive communications plan that included a media release, media pitches, outreach emails, and supporting print and digital assets to drive region-wide resident engagement with the Find a Doctor tool and attachment with family physicians.
- Redesigned and maintained Niagara Economic Development's **corporate and sector-specific pitch decks** in PowerPoint, ensuring compliance with the Accessibility for Ontarians with Disabilities Act (AODA), while working closely with senior leadership to modernize messaging and visual content that reflected the Division's brand and appealed to local, national, and international audiences.
- Applied **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.
- Contributed 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.
- Supported **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 Instagram 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.

CERTIFICATIONS

- **Become an AI-Powered Marketer**, *Semrush*
- **Content Marketing Principles for Business**, *Semrush*
- **Mastering Digital PR with Brian Dean**, *Semrush*
- **Media Relations with Meltwater**, *Meltwater*
- **Public Relations Agency Course**, *Meltwater*
- **Content Marketing and SEO Fundamentals with Eric Enge**, *Semrush*

MEMBERSHIPS

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

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

Golden Key International Honours Society | 2023-Present