



MATTHEW LE BLANC

TRIPLE THREAT: WRITING, MEDIA, DESIGN

647.261.7757 | hirematthewleblanc@gmail.com

 hirematthewleblanc

ABOUT

Experienced (11+ years) marketing communications professional, with expertise and focus on cohesive storytelling, brand design, and media creation (photo, video, and graphics). Uncanny project management skills.

Director of Digital Marketing

The Golfi Real Estate Team | September 2020 - Present

- **MULTI-FACETED EXECUTIVE** Set targets, performance plans, and objective standards to maximize marketing reach. Manage and produce multimedia content (videos, graphics, podcasts, blog posts, etc.) for the company website, email campaigns, and social accounts.
- **COLLABORATOR** Collaborate with a small media team in the creation of engaging and persuasive marketing materials.

Senior Marketing Communications Specialist

BGIS | August 2015 - July 2020

- **GO-TO CREATOR** Conceptualized and produced marketing materials such as videos, case studies, brochures, posters, and graphics. Proud of producing four annual corporate social responsibility reports. Responsible for everything from research, writing, and photography, to design and print coordination.

SKILLS



Creative
Storyteller



Web, Print &
Collateral Designer



Visual Identity &
Brand Champion



Expert One-Man
Media Creator

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EXPERIENCE (CONT.)

- **VIDEOGRAPHER** End-to-end creation of both internal and external corporate videos that covered everything from brand reels and services to training, business development, and client success stories.
- **BRAND LEADER** Project lead and champion for a company-wide rebrand in 2017, which involved redesigning all company collateral, including the company website, brand guidelines, fleet, office signage, and new client- and public-facing marketing materials, as well as keeping employees up-to-date on branding developments.

Features Editor

AECON Group Inc. | July 2013 - August 2015

- **AWARD-WINNING WRITER** Solely responsible for the writing, editing, production, and distribution of Aecon's award-winning publications One Magazine and How We Build Things Matters: Corporate Social Responsibility At Aecon. Lead liaison with external production partners.
- **IN + EXTERNAL CONTENT CREATOR** Maintained and created easy-to-read content for the company-wide Intranet portal, which was used to build culture internally. Provided the Business Development Bid Proposals Team with writing, editing, proofing, and formatting support for RFPs, RFQs, etc. Translated complex science and technology into easily understandable copy.

Professional Photography Certificate

New York Institute of Photography
2018

Journalism - Print & Broadcast

Mohawk College
2012

EDUCATION