

Matthew Le Blanc

MULTIMEDIA STORYTELLER

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ABOUT ME

Hi there! I'm Matthew, a creative communicator who loves transforming ideas into meaningful stories. With experience in industries such as health care, skilled trades, construction, and non-profits, I specialize in crafting communication and marketing materials that make an impact.

From multimedia production to technical writing and brand management, I excel at turning complex concepts into relatable and engaging content. Whether designing visuals or building strategies, I bring a creative touch and a collaborative spirit to everything I do.

EDUCATION

Diploma of Photography

2017-2019

New York Institute of Photography

Diploma in Journalism (Print & Broadcast)

2009-2012

Mohawk College

- Awards: Mohawk Students' Association Satellite News Award (2012), Fan 590 – Andy Gold Scholarship (2011)
- Dean's Honour List (Three years)

WORK EXPERIENCE

Communications Officer

2021-Present

CWB Foundation

Milton, ON

- Created diverse content, including articles, blogs, emails, and advertisements, to position the Foundation as a thought leader in welding and skilled trade industry.
- Managed an editorial calendar and analyzed content performance to enhance strategies.
- Prepared and submitted articles to industry publications, expanding the Foundation's reach.
- Planned, executed, and reviewed brand-focused campaigns, creating content and graphics to support initiatives, events, and impact reports.
- Developed and refined program communications, ensuring brand alignment and clarity.
- Managed a growing contact list of thousands, executing targeted email marketing campaigns to engage diverse audiences.
- Produced fundraising briefs, brochures, and educational content for external audiences.

Digital Marketing Manager

2020-2021

The Golfi Team RE/MAX

Hamilton, ON

- Created multi-channel content, increasing organic followers by 9,000.
- Directed a small team of creatives for large-scale marketing projects.
- Manage a modest advertising budget to boost high-performing social media posts for market penetration and brand visibility.
- Managed a podcast series (two episodes per week) distributed across Southern Ontario.
- Built local business partnerships for sponsorships and giveaways.
- Provided social media training to real estate agents looking to increase their brand.

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MULTIMEDIA STORYTELLER

SKILLS

Writing and Storytelling

Crafting engaging content for internal and external audiences, including articles, technical documents, marketing materials, newsletters, blogs, and social media.

Technical Proficiency

Skilled using the Adobe Creative Suite, Microsoft Office/365, and web content management systems like WordPress and SharePoint.

Content Creation

Photography, videography, video editing, and graphic design.

Marketing Expertise

SEO, email marketing (MailChimp, Constant Contact), social media management (Hootsuite), and analytics tools such as Google Analytics and Google AdWords.

Public Speaking Support

Preparing presentations and speaking materials for leadership and events.

Leadership

Proven success in project management, branding, and team collaboration.

PORTFOLIO



matthewleblanc.journoportfolio.com

WORK EXPERIENCE — CONTINUED

Ghostwriter

2020-2022

Freelance

- Authored *In A Split Second: Living in the World with Cerebral Palsy*, the autobiography of Kyle Scott, detailing his life with cerebral palsy.
- Conducted extensive interviews and explored sensitive, emotional topics to create an authentic narrative.
- Collaborated with the client and a publisher, resulting in a self-published book with FriesenPress.

Senior Marketing & Communications Specialist

2015-2020

BGIS

Markham, ON

- Led a 2017 company-wide rebrand, updating all materials and communication strategies.
- Produced four annual corporate responsibility reports.
- Developed internal and external marketing materials, including videos and brochures.
- Redesigned and relaunched the corporate website.

Features Editor

2013-2015

Aecon Group Inc.

Toronto, ON

- Created award-winning publications (ONE Magazine and sustainability reports) for Aecon's internal and external audiences.
- Supported business development by contributing to proposal writing and editing.
- Simplified technical content for broader audiences.

Communications Coordinator

2012-2013

Hamilton Family Health Team

Hamilton, ON

- Designed branded materials for physician practices across the Greater Hamilton Area.
- Produced newsletters, annual reports, presentations and multimedia content.
- Created department-specific material for patient wellness workshops and groups.
- Provided on-site technical support for major events.
- Photographed and filmed conferences, retreats, and special events.