

Leah LeBlanc

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Profile

Communications professional specialized in multimedia design with over 4 years of experience supporting marketing and communications initiatives through campaign execution, media relations, development of written and graphic content, and web management (HTML, CSS, CMS). Native English speaker with intermediate French language skills.

Professional Experience

National Communications Specialist (Part-time, Contract)

Shelter Movers | Halifax, NS | 09/2021 – Present

- Provide strategic and creative direction to chapter MarComm Managers
- Website management and optimization (from SEO and UX perspectives)
- Support national marketing and communications initiatives and social media campaigns
- Develop written and visual communications material (copy, graphics, video and photo editing, motion graphics, etc.)

Marketing Specialist (Full-time, Permanent)

KBRS | Halifax, NS | 12/2020 – Present

- Create, format and proof written materials (news releases, business proposals, articles)
- Develop and manage content (copy and design) for corporate websites and social media channels
- Produce graphics and edit photos and video/motion graphics
- Support ongoing maintenance and optimization of digital platforms (website, social media)

Interactive Media Designer (Casual)

Freelance | Canada | 01/2019 – Present

- Social media management and design
- Branding and logo development
- Motion graphic design
- Videography and video editing

Recruitment Specialist (Full-time, Permanent)

Randstad Inhouse Services | Granton, NS | 01/2018 – 08/2018

- Use social media and databases to recruit and source candidates
- Develop and implement an overall recruitment strategy
- Build and maintain client relationship
- Coordinate recruitment events and represent Randstad at job fairs
- Hit and report weekly KPIs

Marketing and Communications Coordinator (Co-op III)

Harbinger Communications | Toronto, ON | 04/2016 – 08/2016

- Coordinate client projects, media events and campaigns
- Create and distribute press releases and media advisories
- Manage events, budgets and provide on-site guest support
- Hold focus groups and conduct market research
- Use media measuring tools to gather influencer data and create media coverage reports

Marketing Intern (Co-op II)

RBR Development Associates Ltd. | Halifax, NS | 09/2015 – 12/2015

- Produce graphics and layout designs for promotional material
- Develop communications and social media marketing plans
- Participate in the production and editing of fund-development documents (strategic plans, feasibility studies, case-for-support documents)

Communications Coordinator (Co-op I)

College of Physicians and Surgeons of Nova Scotia | Halifax, NS | 04/2014 – 08/2014

- Layout redesign of the College's quarterly publication
- Media tracking, environmental scans and research
- Create web content and assist in the development of a new company website
- Develop a style guide to unify all brand touchpoints

Marketing Assistant (Full-time, Contract)

Destination Eastern and Northumberland Shores | New Glasgow, NS | 05/2013 – 08/2013

- Maintain social media accounts and compose weekly e-newsletters for stakeholders
- Connect with festival representatives to gain clientele for advertising campaigns
- Organize videos and scripts for CTV commercials
- Attend regional tourism events and conduct a live interview on CTV promoting tourism in Nova Scotia

Volunteer Experience

Content Producer

Shelter Movers Nova Scotia | Halifax, NS | 01/2021 – 05/2021

- Produce visual content for social media
- Brand analysis and development
- Manage projects of junior team members

Public Relations Officer

Get REAL | Halifax, NS | 07/2015 - 02/2016

- Event planning
- Marketing
- Video production and photo editing
- Social media management

Other Experience

Bartender - D'Arcy McGee's Irish Pub | 09/2019 – 03/2020 | Ottawa, ON

Server/Bartender - The Office Resto Pub | 05/2019 – 10/2019 | Ottawa, ON

Server - Boston Pizza The Glebe | 09/2018 – 02/2019 | Ottawa, ON

Server - Boston Pizza Highland Square | 09/2017 – 05/2018 | New Glasgow, NS

Server - Bubba Rays Sports Bar | 01/2017 – 07/2017 | Bedford, NS

Server/Bartender/Hostess - Cabot Links Golf Resort | 06/2015 – 08/2015 | Inverness, NS

Education

Interactive Media Management | Graduate Certificate - 2019

Algonquin College, School of Media and Design | Ottawa, ON

Public Relations | Bachelor's Degree - 2016

Mount Saint Vincent University | Halifax, NS

Technical Skills

Design & Editing

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe After Effects
- Adobe Premiere Pro
- Adobe Lightroom
- Adobe XD
- InVision

Office Suites

- Microsoft 365
- G Suite

CMS

- WordPress
- Drupal

Tools

- Google Analytics
- MailChimp
- Hootsuite
- Slack
- Trello

Languages

- HTML
- CSS

Other

- DSLR Photography
- DSLR Videography

Professional Development

Fierce Conversations Training - 2018

Fierce Inc. | Mississauga, ON

Social Media for Businesses Seminar - 2013

Ross Simmonds | New Glasgow, NS

References

Available upon request.