

JOSEPH LEBLANC

MULTI – MEDIA SPECIALIST

LEBCREATIVE.COM

CONTACT

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PROFILE

Outgoing digital marketing and multi-media specialist with two years of continuing creative experience. Possesses the ability to work in a fast-paced, flexible environment to create, distribute, and analyze digital marketing content with brand consistency & growth in mind.

SKILLS

- Adobe Creative Suite
- Photography & Videography
- Print/Digital Graphic Design
- Social Media Strategy
- SEO and Google Analytics
- Paid Digital Advertising
- Public Relations
- Copywriting
- Layout Design

EXPERIENCE

DIGITAL MARKETING & PUBLIC RELATIONS SPECIALIST

THE AMERICAN GROUP | APRIL 2018 - JAN 2020

- Revitalized social media presence for all profiles; resulting in a 125% rise in user engagement and 3,000 total new page followers over 6 months.
- Employed on-site photography & videography to capture unique and brand-specific marketing content meant to capture new leads & direct clicks to website.
- Improved Google Search & Display Ads to achieve 1.5 million impressions & 9.8k clicks in one quarter.

SOCIAL MEDIA MANAGER

EMS PRO EXPO | DECEMBER 2018 - JAN 2020

- Increased audience reach from 25,000 to 100,000 weekly impressions in three months via targeted paid content.
- Partnered with expo committee to plan future marketing endeavors & report past results with suggestions.
- Publicized & curated daily self-created social media content, both photo & video, while attending EMS PRO.

SOCIAL MEDIA AND MARKETING INTERN

EASTERN CONNECTICUT STATE UNIVERSITY |

OCT 2017 - APRIL 2018

- Continued posting schedules and developed media plans while designing content for social media platforms.
- Attended local sports events to capture photos used for promotional efforts such as posters & schedules.
- Co-created the social campaign "Warrior Wednesday" to showcase personal aspects and create relatability.

EDUCATION

BACHELOR OF SCIENCE, MAJOR IN BUSINESS

EASTERN CONNECTICUT STATE UNIVERSITY | 2017 - 2019

CONCENTRATION: MARKETING

GPA: 3.8 | MAGNA CUM LAUDE

ACCOMPLISHMENTS

OMICORN DELTA KAPPA (ODK) INDUCTEE

NATIONAL LEADERSHIP HONOR SOCIETY

MAY 2019

PHOTOGRAPHY CLUB FOUNDER/PRESIDENT

EASTERN CONNECTICUT STATE UNIVERSITY

SEP 2017 - MAY 2019

LEAP INTO LEADERSHIP MEMBER (TIER 1 & TIER 2)

EASTERN CONNECTICUT STATE UNIVERSITY

SEP 2017 - DEC 2018