

Alexander Leonard

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PROFESSIONAL SUMMARY

- **8+ years of experience in communications** and digital engagement, with a focus on developing multi-channel strategies for complex, **mission-driven organizations and educational institutions**.
- **Adept at translating complex technical, and corporate concepts** into compelling, on-brand narratives tailored for senior B2B decision-makers and target persona; plus a fluid writer across all media formats.
- **Data-comfortable marketer** who actively analyzes platform metrics and executes A/B testing across social media platforms (TikTok, LinkedIn, YouTube, IG) to evolve strategy based on performance for B2B brands.

WORK EXPERIENCE

Communications and Marketing Specialist

September 2023 - March 2026

Evoco Ltd, Toronto, Ontario

- **Led content strategy and go-to-market initiatives** for a \$10M IP-driven biotechnology company, supporting product commercialization and brand positioning within sustainability and materials innovation.
- Coordinated digital outbound strategies for 5+ annual international trade events, managing landing pages and social media assets to drive lead generation for new Bio-PU projects, leading end-to-end outreach.
- **Planned and optimized paid media campaigns** across digital platforms, achieving **2-4x higher CTR** than industry benchmarks through testing, targeting, and performance analysis, resulting in increased loyalty.

Communications Strategist

May 2020 - August 2023

Sustainable Forestry Initiative, Toronto, Ontario

- Led development and execution of **content initiatives** supporting national campaigns in sustainability, workforce development, and environmental education, translating complex topics into engaging narratives.
- Developed and scaled **video-first content and multi-platform distribution strategies** across digital channels, increasing audience reach and engagement, leading to 10x growth on social media platforms.
- **Executed paid and organic campaigns**, leveraging performance data and A/B testing to optimize results, while building internal workflows to improve content production efficiency, improving Ad CTR by 8%.

Senior Video and Multimedia Producer

September 2019 to July 2020

Western University - Society of Graduate Students, London, Ontario

- Engineered **end-to-end production** pipelines to deliver over 40 high-end video assets, translating academic initiatives into engaging narratives that **represented Western's 7,000+ graduate student body**.
- Collaborated directly across multiple university departments and institutional leaders to build a synchronized, bilingual media calendar, ensuring absolute **brand consistency and high campus visibility**.
- Directed **rapid-turnaround video capture** and media workflows during major campus events, managing on-the-ground communications and talent coordination for 100+ artists and students, under live conditions.

Social Media and Event Marketing Coordinator

May 2015 - September 2015

Evenko - IleSoniq Music Festival, Montreal, Quebec

- Pioneered Snapchat as an experimental channel, growing 0 to 8K+ followers, increasing the marketing exposure and credibility in its second year, as a key market differentiator to help officially sell out tickets.
- Shipped over **100+ short-form video content** in **lead-up**, as well as operating the real-time multimedia during the event, working with a larger media team and fast without losing brand consistency or voice.

Campus Radio and Advertising Broadcaster

May 2016 - December 2020

Remote / London, Ontario / Montreal, Quebec / Leeds, UK

- Hosted **500+ broadcasts** and digital episodes, building call-control, listening, and verbal-presentation skills that translate directly to value-based sales, connecting for local sponsorships and partnerships.
- Coordinated **100+** international and local artist **interviews**, exercising the cold-outreach, scheduling, and follow-up discipline at the heart of B2B prospecting, managing calendars, comms, and pre-call research.

CORE SKILLS

- **Content Strategy** – developing and executing multi-channel content initiatives
- **Campaign Development** – planning and optimizing digital and paid campaigns
- **Video Marketing** – creating and scaling video-led storytelling across platforms
- **Performance Marketing** – analyzing data, testing, and optimizing campaign performance

Web Tools: Adobe Suite, GA4, CRM platforms, CMS (WordPress, Wix, Squarespace), SEO best practices.

AI Content Tools: (Claude, Gemini, Veo 3, Higsfield), platform-native content (LinkedIn, YT, IG, TikTok), trend analysis, multimedia production, copywriting, asset creation, performance analytics, autonomous execution.

SELECTED PROJECTS & PORTFOLIO

- **Green Jobs: Exploring Forest Careers** – Led end-to-end production of a national video series educating young Canadians on sustainability careers.
- **A Day in the Life” Video Series** – Developed and scaled content showcasing environmental roles across Canada, supporting workforce engagement initiatives.
- **Humans and Elephants** – Directed and edited a short documentary on conservation work in Asia.

EDUCATION & ACTIVITIES

Master of Environment and Sustainability | Western University, London, Ontario

Post-Graduate Certificate, Marketing Management | Fanshawe College, London, Ontario

Bachelor of Arts, Communications | Concordia University, Montréal, Québec

Certifications:

- Personal Finance Essentials Course - McGill + RBC
- Generative AI Leader Certification - Google Skills
- Deploy and Manage Generative AI Models - Google Skills
- AI Fluency and Foundations - Anthropic Education
- AI Fluency for Educators - Anthropic Education
- Introduction to Claude CoWork - Anthropic Education
- Chartered Marketer - Canadian Marketing Association
- AirMiners BootUp Carbon Removal Academy
- Animal Advocacy Introductory Course
- Indigenous Community Engagement: Respectful Communication - Sault College
- The Filmmaker’s Guide to Audio & Sound Design Course Completion Certificates
- Davinci Resolve Colour Grading Academy Course
- Small Basic Drone Operations Exam - MoT Canada
- A1/A3 RPAS Pilot Competency - European Union

Awards:

- UpCity Top 1% Video Production Agencies
- Best Environmental Documentary at the New York Tri-State Film Festival
- Best Short Documentary at the Valparaíso Amateur Film Festival
- YMCA Peace Medal of Recognition
- Business London “20 in their 20s” Leadership Award
- IVHQ’s Scholarship for Wildlife & Conservation - Award Winner
- Advocacy & Implementation of the UN’s SDGs - Certificate of Training
- CMA’s Award of Merit - IABC London Event and video marketing campaign
- Western University + Fanshawe College’s Scholarship & Distinctions