

Theo Schiano

Marketing Manager | Bilingual (French/English) Marketing & Communications Specialist

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PROFESSIONAL SUMMARY

Marketing and communications professional with 5+ years of progressive marketing and communications experience developing integrated campaigns, brand strategy and experiential activations across digital, print and event channels. Experienced leading content strategy and editorial calendars, managing vendor and budget relationships, and stewarding brand consistency for a global corporate brand. Track record includes 10M+ cumulative video views, social channels of 40K+ followers, live campaign coverage at 80,000+ attendee events, and communications for a 500+ employee organization. Comfortable supporting local and international markets in English and French.

SKILLS

Marketing Strategy & Brand: Integrated marketing campaigns, brand strategy and brand stewardship, campaign concept development and project management, campaign performance measurement, corporate communications, strategic communications

Digital Marketing & Content: Content strategy, editorial calendar management, paid advertising and paid social (Meta Ads Manager, Google Ads), social media (Instagram, TikTok, X, Facebook, LinkedIn), email marketing, website content, website promotion and optimization (SEO), copywriting, storytelling, press releases, French/English translation

Creative & Production: Adobe Creative Suite, including Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Lightroom, Adobe Express and Adobe Stock; CapCut, Figma, Canva; videography and photography coordination; working with designers, creative teams and external agencies

Vendor, Budget & Analytics: Vendor and agency relationship management, paid media budget execution and reporting, campaign analytics and conversion tracking, Google Analytics, Meta Business Suite, Rebrandly (branded/tracked links), Hootsuite, performance and SEO reporting, WordPress, Microsoft 365, SharePoint, Google Workspace, Mailchimp, Trello, Slack

Languages: French (native) | English (fluent)

MARKETING AND COMMUNICATION EXPERIENCE

Independent Marketing Consultant

Vancouver, BC | September 2025 – Present

- Design, build and promote client websites from the ground up, replacing outdated, non-responsive sites with mobile-first builds structured for search visibility and accessibility.
- Manage ongoing SEO for a retained client, delivering monthly on-page optimization, content updates and campaign analytics reporting.
- Plan and produce social media campaigns for a retained client, owning the editorial calendar from concept through publication, and edit video in Premiere Pro and After Effects.

Communications & Content Specialist

Proximis Digital Inc. / Beyond Hope Consulting | Vancouver, BC | December 2024 – July 2026

- Managed editorial calendars and produced integrated storytelling campaigns, including social copy, video and digital communications, for a three-account portfolio, delivering 50+ content pieces across 30+ projects.
- Built and optimized paid social and search campaigns (Meta Ads, Google Ads) for two clients, representing \$25,000+ in combined monthly ad spend, including English/French audience segmentation, ad copy, video creative and weekly performance reporting on CTR, CPC, CPM and conversions.
- Produced 50+ videos generating 10M+ cumulative views across social and paid campaigns, averaging 200K–400K views per video through targeted content strategy and optimized production.
- Led digital communications for a Vancouver municipal election campaign, producing public-facing content averaging 30K views per post on X, including same-day CapCut edits and Adobe Express templates for urgent, fast-turnaround posts.
- Built and managed client websites on WordPress, and monitored channel performance with cross-functional designers, video producers and external contractors to keep messaging accurate and on brand.
- Managed client accounts across public sector, healthcare and non-profit sectors, meeting directly with clients to understand each department's needs, then developing marketing strategies and materials that translated their goals into clear, on-brand messaging and communications.

Digital & Print Communications Officer

Volvo Group – Renault Trucks | France | August 2023 – September 2024

- Wrote and produced press releases, website copy, promotional campaigns and corporate communications aligned with global brand and editorial style standards, working with external agencies and contractors.
- Managed external social media across Instagram and LinkedIn (40,000+ followers), maintaining consistent brand voice and editorial cadence.
- Delivered live social coverage and real-time content production at public events with 80,000+ attendees, coordinating on-site logistics and messaging with senior leadership.
- Set up and tracked QR code campaigns using Rebrandly at trade show stands (Solutrans, 24h du Mans), measuring visitor engagement and click-through on branded links.

Internal Communications Officer

Volvo Group – Digital & IT | France | September 2021 – August 2023

- Supported implementation of internal communications plans for a 500+ employee organization, translating complex organizational information into clear, plain-language messaging and marketing strategies.
- Planned, wrote and distributed internal newsletters and materials on a consistent editorial calendar across digital and print channels, including intranet and employee engagement content.
- Coordinated a 400-employee internal corporate event with a EUR 50,000 budget, managing vendors, stakeholder input and content production end-to-end.

Communication Assistant

La Consigne Store | Strasbourg, France | September 2019 – April 2020

- Developed strategic communication plans to build brand visibility and grow the company's online community.
- Launched the company blog and produced video content for marketing campaigns.

Communication Officer

Alsace Freeride Academy | Mulhouse, France | May – July 2019

- Led the communication strategy for the launch of a new Bikepark, from concept through public opening.
- Built the WordPress website and produced flyers, content and audiovisual material to support the launch.

Global Congress Organizing Team

UNESCO Chair in Journalistic and Media Practices | Strasbourg, France | September 2018 – May 2019

- Produced communication materials and coordinated guest logistics for an international congress.
- Managed stakeholder coordination across speakers, partners and attendees throughout the event.

EDUCATIONAL EXPERIENCE

Volunteer Teaching Assistant

Rotenberg Primary School | Ribeauvillé, France | December 2020 – September 2021

- Designed and delivered a digital literacy program covering basic computer skills and internet safety, the first of its kind at the school, teaching whole-class and half-class groups of elementary students (ages 4 to 13, 150+ students schoolwide).
- Coordinated scheduling and communication between teachers and parents, including organizing parent-teacher meetings, planning parent Q&A sessions, and contacting families directly regarding student absences.
- Launched the school's first newsletter and organized photo days and a short film capturing school activities and community life.

EDUCATION

Bachelor's Degree, Communication Management, Sup' de Com | Lyon, France | 2021 – 2022

Master's Degree, Strategy & Event Production, Sup de Pub | Lyon, France | 2022 – 2024

Co-op Program, Sales & Marketing, ILAC International College | Vancouver, BC, Canada | 2024 – 2025