

MATT KUNYSZ

Communications | Design | Marketing

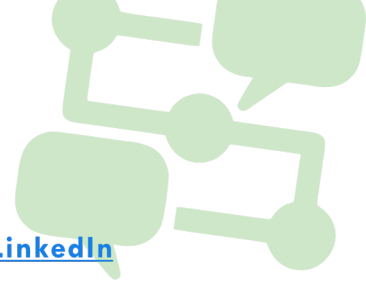
Contact:

P: 778-896-5874

E: mattkunysz604@gmail.com

Based in Vancouver

Links: [Portfolio Website](#) | [LinkedIn](#)



Creative marketing and communications leader with 15+ years experience driving brand engagement through strategic design and digital campaigns. Proven track record of innovation, from conceptualizing courses that achieve 100% enrollment to winning multiple design competitions - all while scaling from an entry-level position to management.

Experience

Global Village English Centres / Global Alliance Marketing - January 2015 to November 2025 Manager - Digital Communications Specialist, Marketing & Creatives

- Created digital ad campaigns through social media and Google suite which often resulted in ad assets maintaining a **+95% optimization score** through consistent overview.
- Conceptualized and assisted in the creation of new, successful elective courses. "English through Gaming and Safety" **achieved 100% enrollment** during its first semester and continues to be a popular course among students to this day.
- Completed on-page and off-page SEO strategies and achieved/maintained first page Google listing.
- Created print and digital media, such as internal communications, brochures, booklets, templates, reels, stories, trade-show materials, etc... Coordinated document translations from English to Spanish, Thai, Cantonese/Mandarin, Japanese, Russian, and more to expand the international market.
- Implemented multi-campus content strategies, such as on-site visits for professional photos, social media photos/video, testimonials, company wide asset delivery and organization, as well as complete research on the student body and their academic desires.
- Consolidated all social media into one portal platform to maximize reach and metric monitoring for reporting.
- Trained an LLM/AI on company materials and implemented a chat-bot to promote a healthy work-life balance among staff members.
- Trained staff and held workshops on print design, web development/design, SEO, and digital marketing.

Matt Kunysz Creative - April 2015 (Ongoing) Freelance Designer & Marketing Consultant

- Creates enticing marketing materials and ad campaigns to drive revenue for other external businesses.
- Generates long-lasting, repeat customers who are valued by the quality, warmth, and professional services provided.
- Has supported industries such as oil and gas, food, accounting, record labels, well-being, and much more, but prefers to work with small businesses with a focus on sustainability and environmental strategies.

Education

VCAD (Visual College of Art & Design), Diploma of Graphic Design with Honours - 2015
St. John Ambulance, WorkSafe BC First-Aid Certified (Level C / Intermediate) - 2025

Technical Qualifications

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects)
- SEO strategy and optimization (HEM Academy certified)
- Word Press, HTML/CSS, content management systems
- Google Ads, Meta Business Suite, Google Analytics & data analysis
- Proficient in ethical uses of AI in the workplace
- Canva, Figma, Hubspot, project management platforms
- Photography and video production/direction
- Social media content creation and campaign management

Professional Qualities

- Self-motivated with a strong focus on continuous improvement
- Enthusiastic and innovative problem solver
- Experienced project manager and effective team leader with a strong track record of high team satisfaction (References Available)
- Approachable communicator with results driven focus balancing strategies and creative efforts
- Values positive social engagement and promotes healthy company culture
- Hands-on leader who mentors staff and drives quality-of-life initiatives
- Identifies and implements cost-saving opportunities across operations

Thank you for your time, please ask for references from employers or staff I have managed