

# VERONICA LA LEGGIA

Content Strategy & Creation



Phone

+353 83 372-1822



Email

vveronicalaleggia@gmail.com



Address

Ireland / Montreal, Canada

## MY EXPERTISE

Content Strategy, Creation, and Optimization



Branding



Writing & Editing



Project & Content Management



Data-driven Solutions



## DIGITAL SKILLS

Social Media Platforms & Analytics



CMS & SEO



HTML Web Design



Canva, iMovie, Garageband



## LANGUAGES

English & French



Italian



## REFERENCES

**Aurora Watson**

Marketing Manager, Mindgeek  
+1 (514) 691-2910

**Maya Malone**

Support Manager, Shopify  
Reference available upon request

## PROJECTS

MSc Multimedia Project

## EDUCATION

**Bachelor of Science,  
Major in Linguistics**

**2015 - 2018**

Concordia University  
Montreal, Canada

Graduate with Distinction

**MSc Communications &  
Media**

**2019 - 2020**

University College Dublin  
Dublin, Ireland

1st Class Honours

## WORK EXPERIENCE

**Shopify | 07/2021 - Present**

**Ecommerce Merchant Specialist**

- Define data-driven, technical and marketing strategies for user experiences and merchant growth
- Manage multiple clients at once while supporting their unique goals and targets
- Lead internal presentations for optimizing platform features
- Monitor, analyze and improve KPIs

**MindGeek | 4/2020 - 06/2021**

**Content Coordinator**

- Managed 5 social media pages with followers ranging from 50K to 12M
- Planned and/or created social assets and digital content (ebooks, podcasts, weekly livestreams, etc.)
- Collaborated with external organizations and influencers
- Monitored KPIs and planned/adjusted content accordingly
- Managed a content calendar
- Planned photoshoots and videoshoots
- Blog and UX writing

## SOFT SKILLS

- Communication / relationship building
- Content writing
- Creative problem-solving
- Data-driven
- Influencing
- Organized & flexible under pressure
- Knowledge of digital and popular culture trends
- Detail-oriented

## VOLUNTEER

**Montreal Women's Centre  
2018 - Present**

- Fundraise in person and remotely for monetary and material donations

**Leukemia & Lymphoma  
Society of Canada**

**2017 - 2020**

- Plan events to raise money for the Light the Night Walk