

OCEAN DEROUCHIE

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SUMMARY

I am a marketing and communications professional with several years experience in public-facing communications, copy-editing, social media marketing and digital content production. I have a strong ability to manage multiple projects, meet deadlines in a fast paced environment and support your organization with my diverse skillset. As a trained audio-visual journalist, I am well-versed in professional ethics & transparency, and am comfortable adapting to rapidly evolving circumstances and learning new skills and software as necessary.

CORE SKILLS

- Social Media Management & Scheduling
- Email Marketing (CreateSend)
- Content Creation & Copywriting
- Canva & Adobe Creative Suite
- Meta Business Suite
- WordPress & Website Updates
- Audience Engagement & Community Management
- Project Coordination & Deadline Management
- Microsoft Office & Google Workspace
- Bilingual Communication (English/French)

PROFESSIONAL EXPERIENCE

WILD LEEK

Halifax, NS

General Manager & Communications Lead

Oct 2021 – Oct 2025

- Created and published social media content (copy and visuals using Canva), contributing to audience growth across Instagram (6,000+) and Facebook (4,700+)
- Managed social media scheduling, posting, and monitoring, adjusting content based on engagement trends
- Drafted and implemented customer-facing communications, including menus, promotional materials, and in-store messaging
- Prepared and distributed internal communications, including staff updates, scheduling changes, and operational announcements
- Managed shared inboxes and daily correspondence, ensuring timely and professional responses
- Coordinated staff scheduling and internal logistics for a team of 12+, supporting smooth daily operations
- Supported planning and execution of events and promotional initiatives, including materials development and on-site coordination
- Developed internal tracking systems for scheduling, payroll, and reporting using spreadsheets and POS tools

MONTREAL SERAI MAGAZINE (Independent Publication)

Montreal, QC (Remote)

Coordinating Editor

June 2023 – Feb 2024

- Managed website content updates using WordPress, including uploading, formatting, and publishing articles
- Created and scheduled social media content to support article promotion and audience engagement
- Designed digital communications materials using Canva for online distribution
- Built and distributed email newsletters using Campaign Monitor (CreateSend)
- Coordinated contributors and supported content planning and editorial calendars
- Monitored engagement metrics and supported audience growth and reporting efforts

ZED GRAPHIC COMMUNICATIONS

Freelance Copy Writer

Montreal, QC
Jan 2019 – Jan 2022

- Developed and edited marketing content for external clients
- Collaborated on campaign materials across digital platforms
- Managed multiple projects and deadlines in a client-driven environment

MUTEK (International Digital Arts & Electronic Music Festival)

Social Media Manager

Montreal, QC
Feb 2018 – Sept 2018

- Created and scheduled social media content promoting events, artists, and programming
- Supported digital marketing campaigns across multiple platforms
- Monitored engagement and responded to audience interactions
- Collaborated with communications and programming teams to align messaging
- Assisted with real-time coverage during festival events

EDUCATION

CONCORDIA UNIVERSITY

Bachelor of Arts

Major in Audiovisual Journalism; Major in Religion & Culture

Montreal, QC
Graduated October 2020

REFERENCES

Available upon request.