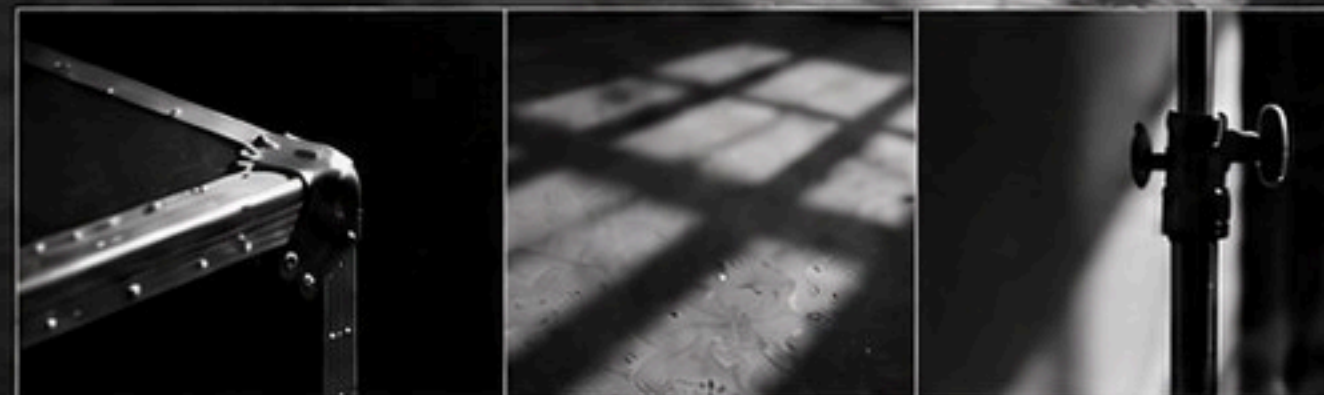


portfolio

RICKY DA CONCEICAO

DIGITAL MEDIA & CONTENT
MARKETING SPECIALIST

BRAND AWARENESS, CONTENT STRATEGY,
DIGITAL MARKETING



About me

Who am I?

Hi, I'm Rick. Most people call me Ricky D.

I'm a Montreal-based storyteller and digital media professional with a background spanning marketing, radio, web publishing, travel, and education. As a content creator, photographer, videographer, and movie obsessive, I bring curiosity and a cinematic eye to work that inspires, engages, and connects people.



**I help build audiences,
brands, and communities.**



Selected experience

Sports Interaction

Digital Media & Communications Coordinator

Jun 2022 – Aug 2026

CONTENT STRATEGY

Led social strategy, editorial planning and publishing to strengthen brand awareness and engagement.

PROJECT COORDINATION

Managed content from concept to execution, aligning timelines and marketing, design, SEO and video teams.

INTEGRATED CAMPAIGNS

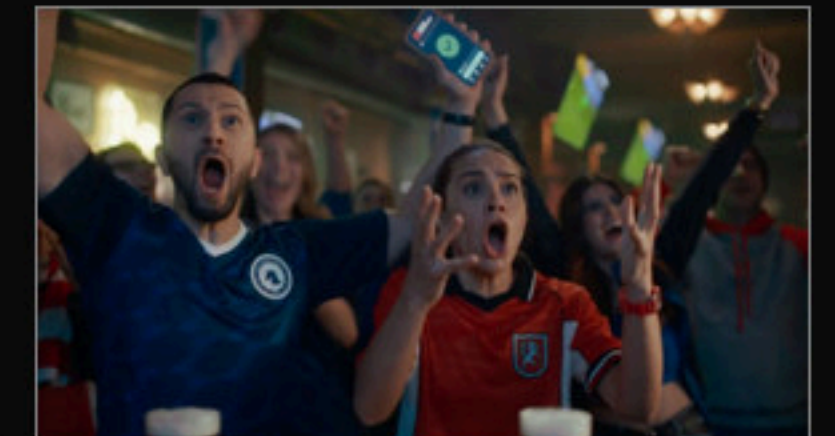
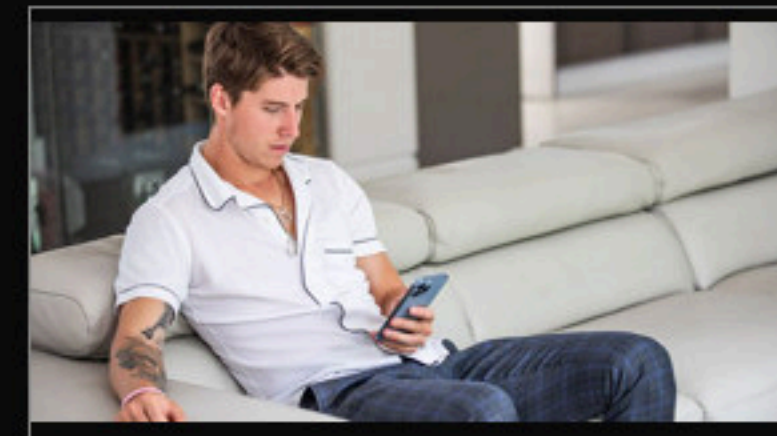
Developed campaigns around major sporting events, aligning creative, messaging and distribution.

BRANDED CONTENT & PARTNERSHIPS

Collaborated with stakeholders, athletes, influencers and media personalities on multimedia initiatives.

ORGANIC AUDIENCE GROWTH

Worked with SEO, editorial and marketing teams to identify opportunities and align campaign priorities.



CAMPAIGN STILLs



Adam Copeland



Watch on YouTube



Sports Interaction



Watch on YouTube



NFL Weekly



Watch on YouTube



EAST VS WEST



Watch on YouTube



Pitch Clock



Watch on YouTube



Top 5 Super Bowls



Watch on YouTube

Selected experience

The Beat 92.5

Social Media & Website Coordinator

Cogeco Media | Mar 2020 – Jun 2022

DIGITAL CONTENT STRATEGY

Coordinated website and social publishing, aligning campaigns with on-air programming, promotions and audience engagement initiatives.

ORIGINAL CONTENT & PLATFORM GROWTH

Developed and launched social video, promotional campaigns and platform-specific content to expand the station's online presence.

BRANDED CAMPAIGNS & COLLABORATION

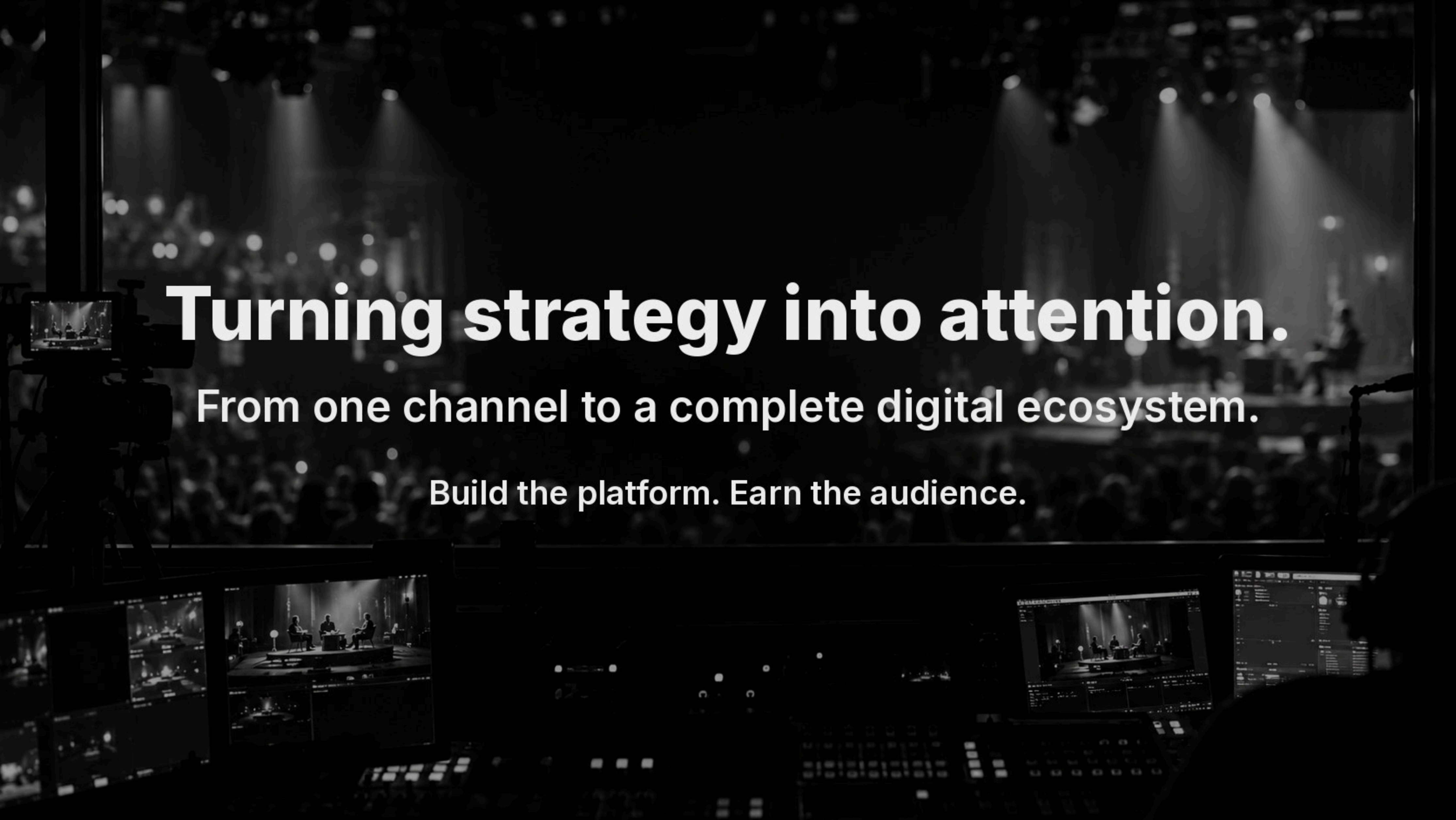
Worked with on-air personalities, sales representatives and stakeholders to execute branded content and integrated promotional initiatives.

SEO, EDITORIAL & MULTIMEDIA

Produced SEO-focused articles, multimedia assets and digital promotions supporting website traffic, advertiser visibility and audience growth.



STATION BRAND & ON-AIR PERSONALITIES



Turning strategy into attention.

From one channel to a complete digital ecosystem.

Build the platform. Earn the audience.

Selected experience

Prometour Educational Tours

Marketing & Educational Outreach Coordinator

Jun 2019 – Mar 2020

WEBSITE & SOCIAL MEDIA LAUNCH

Developed and launched the company's website and social media presence, establishing digital marketing initiatives to strengthen brand visibility and reach educators.

MULTIMEDIA MARKETING CAMPAIGNS

Planned and executed campaigns combining website content, SEO, copywriting, photography and video production to promote educational travel experiences.

EDUCATIONAL OUTREACH & LEAD GENERATION

Collaborated with sales on LinkedIn outreach and Google Ads initiatives, developing targeted content to support lead generation, customer acquisition and educational partnerships.



EDUCATIONAL TRAVEL

A black and white photograph of a person's hands rolling up their sleeves. The person is standing at a desk, and their hands are positioned to roll up the sleeves of a long-sleeved shirt. The desk is cluttered with various items, including a laptop, a pen, a notebook, and several sheets of paper. The background is a blurred office or workspace with large windows and a desk lamp.

Strategy with sleeves rolled up

CORE COMPETENCIES

DIGITAL PROJECT MANAGEMENT
CONTENT MARKETING STRATEGY
INFLUENCER & TALENT PARTNERSHIPS
DIGITAL ANALYTICS & REPORTING
PROJECT COORDINATION
INTEGRATED MARKETING MANAGEMENT
BRAND DEVELOPMENT & AWARENESS
CROSS-FUNCTIONAL COLLABORATION
CREATIVE PRODUCTION
MANAGEMENT
SOCIAL MEDIA STRATEGY
STAKEHOLDER COORDINATION
WORKFLOW MANAGEMENT
CAMPAIGN EXECUTION
DIGITAL COMMUNICATIONS
SEO & ORGANIC GROWTH
CONTENT PRODUCTION
EDITORIAL PLANNING
SOCIAL MEDIA MANAGEMENT
CREATIVE PROJECT MANAGEMENT
SEO & WEB CONTENT

Web Publishing



Selected experience / Web publishing

Tilt Magazine & Goomba Stomp

Editor-in-Chief & Content Strategist

Dec 2015 – May 2022 | Part-Time

EDITORIAL LEADERSHIP

Built two sister websites and their editorial infrastructure, leading an international network of 80+ freelance writers, editors, critics, podcasters and content creators.

WRITING, EDITING & PUBLISHING

Wrote and edited articles, features and reviews covering film, TV, pop culture, entertainment, sports and gaming; coordinated calendars, assignments and deadlines.

CONTENT STRATEGY & AUDIENCE GROWTH

Directed SEO, website design, social media, audience development and strategic partnerships, helping grow the publications to over 1 million monthly page views.

PODCASTING & GLOBAL EVENT COVERAGE

Developed, produced and hosted original podcasts; coordinated multimedia coverage of TIFF, Cannes, Fantasia, Fantastic Fest, E3 and PAX.



80+

Freelance contributors

1M+

Monthly page views

Tools and Skills



monday.com



Trello



Jira



Microsoft Teams



Slack



Microsoft Office



Word



Excel



PowerPoint



Meta Business Suite



LinkedIn



TikTok Business



YouTube Studio



Sprout Social



Hootsuite



Later



Google Analytics



Search Console



Semrush



WordPress



HTML



CSS



Mailchimp



Adobe Creative Cloud



Photoshop



Premiere Pro

Canva

Canva



CapCut



ChatGPT



Claude



Midjourney



Personal Projects

Selected experience

514 Click

Freelance Photographer & Videographer

Dec 2024 – Present

PHOTOGRAPHY, VIDEO & EVENT COVERAGE

Provided photography, videography and event coverage for sporting organizations, accompanying teams to tournaments across Canada and the United States.

PRODUCTION & CONTENT DELIVERY

Coordinated with coaches, athletes and event organizers to document competitions, manage production schedules and deliver photography, video and promotional materials.

PARTNERSHIPS & COMMUNITY ENGAGEMENT

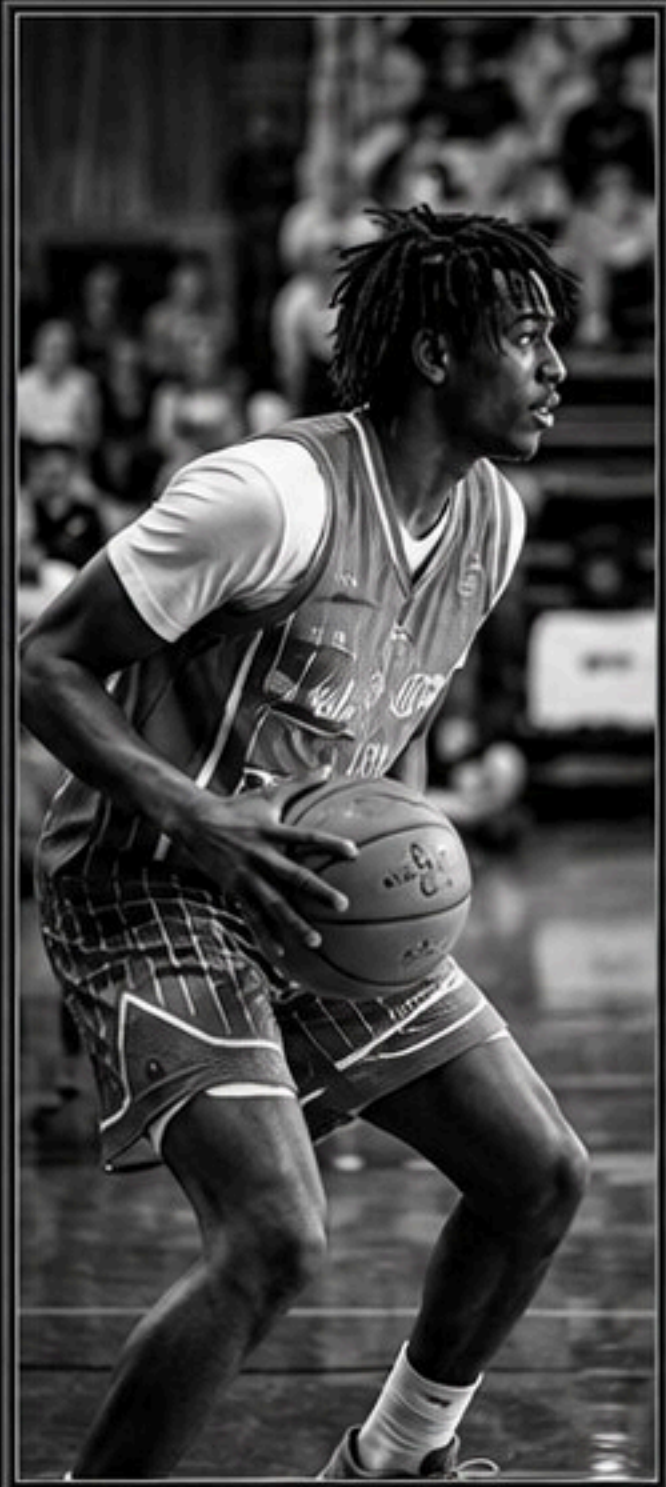
Developed partnerships with local organizations and managed digital communications, event promotions and content production to strengthen community engagement and visibility.



SPORTS PHOTOGRAPHY & VIDEOGRAPHY

514 Click

SELECTED PHOTOGRAPHY



01



02



03



04



05



06



The Crossover



WATCH ON YOUTUBE

Personal projects / Program leadership

New Heights Select

Founder & Program Director

Sep 2025 – Sep 2026

PROGRAM LEADERSHIP

Founded and managed a competitive youth basketball program, overseeing operations, athlete recruitment, scheduling, budgets, sponsorships and administration.

LOGISTICS & EVENT COORDINATION

Coordinated league registrations, rosters, gym bookings, tournament schedules, travel and accommodations to ensure smooth participation in all events.

TOURNAMENTS & INAUGURAL-SEASON SUCCESS

Organized participation in 15 tournaments across North America, helping guide the U17 team to an NLS championship during the program's inaugural season.

STAKEHOLDER COMMUNICATIONS

Served as the main contact for coaches, athletes, parents, leagues and tournament organizers, managing communications and day-to-day program operations.



15

Tournaments

U17

NLS champions



Rick Da Conceicao

514-803-0166

RickyDaConceicao@gmail.com

CONTACT

**Let's work together and make
something people will remember.**

www.RickDaConceicao.com