Morgan Kobayashi-LeBel

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Summary

Digital marketing specialist and video editor with experience executing high-performing multi-channel campaigns, and driving engagement and conversion through data-informed iteration. Skilled in video production, paid media, analytics, and web platforms, with a strong technical foundation and the ability to collaborate effectively across marketing, creative, and development teams.

Key skills

Performance & Growth Marketing: Paid media strategy & optimization (Meta, Google, LinkedIn) · Funnel design & conversion optimization · Audience segmentation & A/B testing · Campaign performance analysis (CTR, CPC, CPA, ROAS) · Full-funnel planning & execution · Remarketing & lifecycle campaigns

Creative & Content Production: Video editing & post-production (Premiere Pro, After Effects) · Short-form & long-form video content · Creative testing for paid media · Content strategy for social & web · Brand storytelling & visual messaging

SEO, GEO & Web Optimization: Technical SEO audits & migrations · GEO / AI search visibility optimization · Keyword research & search intent analysis · Crawl analysis, redirects & indexing fixes · On-page SEO & content optimization · Website performance & UX optimization

Web, Analytics & Technical Fluency: GA4 & marketing analytics · CMS platforms (WordPress, Webflow) · HTML/CSS · JavaScript · Tagging, tracking & dashboards · SEO & SEM reporting · Cross-functional collaboration with developers

Professional experience

Kobayashi + Zeitguys (2020-Present)

Marketing Specialist

- Planned, executed, and optimized **multi-channel digital marketing campaigns** across Meta, Google, and LinkedIn for nonprofits, cultural organizations, and consumer brands
- Managed **$25K+ paid media budgets**, improving efficiency through audience segmentation, A/B testing, and creative iteration
- Drove **significant improvements in CTR, CPC, CPA, and lead volume**, including **4,000+ leads in a single campaign** and **up to 79% reductions in cost per lead** year-over-year
- Produced and edited **high-performing video creative** used in paid and organic campaigns, contributing to **hundreds of thousands of impressions and video views**
- Led end-to-end production of **9 long-form educational videos** for a national nonprofit, including copywriting, editing, revisions, and delivery

- Conducted **technical SEO, migration, and GEO (AI visibility) audits**, identifying crawl errors, redirect chains, schema gaps, and AI hallucination risks, and translating findings into clear developer recommendations
- Improved organic and paid performance by resolving Search Console issues, optimizing keyword strategies, and aligning PPC and SEO insights to user behavior and conversion data
- Planned and executed **full-funnel, multi-month marketing strategies**, balancing awareness, consideration, remarketing, and conversion goals across paid search, social, display, and content campaigns
- Reported on campaign performance using GA4, platform analytics, and custom dashboards, translating data into actionable recommendations for clients and internal teams

Projects

Interactive Web-Based Narrative Video Platform | JavaScript, HTML/CSS, Webhooks

- Designed and built a custom interactive video platform enabling users to influence narrative outcomes in real time through voting-based inputs
- Implemented branching playback logic using webhooks and state-based events to manage conditional video flows and user-driven story paths
- Developed backend logic to coordinate user input, video sequencing, and session state across asynchronous interactions
- Engineered the system to simulate "choose-your-own-adventure" storytelling in a web environment without native interactive video support

Immersive VR Installation | Blender, Unity, 3D Tracking, Video Reprojection, Custom Tooling

- Recreated a full-scale 3D environment of a childhood home using Blender and imported it into Unity for immersive presentation
- 3D-tracked archival home video footage and reprojected it onto virtual geometry from the original camera perspective
- Developed custom technical workarounds to enable video reprojection workflows in Unity, which does not natively support 3D camera projection
- Solved spatial alignment, coordinate system, and playback challenges to ensure accurate perspective-matched video rendering in real time

Education

University of Concordia, Montreal, QC
Bachelor of Fine Arts: Intermedia
Minor: Computer Science