

Joshua Noya

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[WEBSITE](#)

Creative Strategist & Performance-Driven Content Producer blending high-volume execution with strategic insight. Experienced across agency environments, sports organizations, and international brands. Skilled in identifying narrative angles, testing creative hypotheses, and producing content optimized for engagement, clarity, and audience intent. Known for rapid output, autonomous execution, and improving workflows for multi-team campaigns.

Key Skills:

- Creative testing • Hook and angle analysis • Social media analytics • Competitor research • AI-assisted content creation • Adobe Photoshop • Adobe Illustrator • CapCut • Canva • Google Analytics • WordPress • Workflow optimization • Fast execution

EXPERIENCE

Creative Strategist & Social Media Coordinator — 4 Leagues

International Federation of Corporate Football (FIFCO) – Montréal, QC July 2024 – June 2025

- Led content strategy and execution for **four concurrent Canadian leagues**, developing narrative angles, testing formats, and tailoring content to audience behavior across diverse segments.
- Designed and implemented a **high-efficiency workflow** for sorting, selecting, and editing large volumes of media, cutting turnaround time and enabling consistent same-day publishing.
- Analyzed weekly engagement trends to inform reel structures, hook variations, and storyline pacing, resulting in stronger retention and increased interaction across platforms.
- Produced multi-format creative assets — highlight reels, graphics, announcements, and promotional content — that supported sponsorship visibility and seasonal marketing pushes.
- Acted as the **primary creative operator** on-site, making real-time decisions on coverage priorities, storytelling angles, and content variants to maximize social impact.
- Collaborated directly with league leadership to align content output with promotional objectives, seasonal campaigns, and community-building initiatives.
- Built “always-on” content systems that ensured consistent brand presence, even during high-volume event days with rapidly shifting priorities.

Social Media Manager - 2 Brands

October 2024 - December 2024

Me After 50 / Nadis International Travels, Georgia, US

- Developed content frameworks and messaging angles tailored to women 50+, a niche audience with distinct motivations, concerns, and engagement behaviors.
- Established foundational brand identity systems — visual direction, tone guidelines, and consistent messaging pillars — to unify content across two brands.
- Created structured content calendars that improved publishing consistency and reduced last-minute production issues.
- Designed high-quality graphics and social assets that elevated brand professionalism across Facebook and Instagram.
- Conducted audience and competitor research to identify relevant positioning strategies and emerging opportunities for content differentiation.
- Operated with high autonomy in a founder-led environment, managing content without requiring daily oversight or micro-direction.

Accounts Intern

May 2025 – August 2025

Manila, Philippines

DDB Philippines

- Coordinated multi-team campaign trackers to maintain smooth asset flow between Strategy, Creative, and Client teams during active production cycles.
- Prepared ASC submissions and claim-support documentation, helping improve approval turnaround for national campaigns under strict regulatory standards.
- Conducted competitive and insight-focused research for award-oriented campaigns, strengthening the narrative foundation for creative concepts.
- Identified gaps in content visibility tracking and implemented a simplified system that improved cross-team clarity during high-volume periods.
- Supported activation planning and internal creative reviews; contributed ideas incorporated into final campaign executions.
- Managed revisions, documentation, and research independently, consistently trusted with high-accuracy outputs under tight timelines.

LICENSES & CERTIFICATIONS**Advanced Search Engine Optimization Certification Program**

2022

Simplilearn

HONORS & AWARDS

Cum Laude 2025

De La Salle College of Saint Benilde Antipolo

Awarded to graduates who achieved outstanding academic excellence with a cumulative GPA ranking in the top tier of their graduating class.

Dean's Lister 2021 - 2025

De La Salle College of Saint Benilde Antipolo

Recognized for maintaining high academic performance and ranking among the top students for multiple consecutive semesters.

EDUCATION

Bachelor of Arts (B.A.) - Communications Aug 2021 - October 2025

De LaSalle College of Saint Benilde, Antipolo, Rizal