EXPERIENCE & SELECTED WORK

Matthew Maciejewski.

Digital marketing, communications & app development

Oshawa, Ontario, Canada hello@stromaticlabs.com linkedin.com/in/m7k

I produce video and social content, manage paid search campaigns, and build iPhone apps. My work spans university communications, agency campaigns, and independent media.

Available for full-time roles and creator partnerships.

EXPERIENCE

Ontario Tech University

Exam Proctor
Sep 2026 – Present

Project Assistant
Sep 2025 – Aug 2026

Social Media Assistant
Sep 2024 – Sep 2025

- As Project Assistant, helped increase impressions by 242% across 25 posts and Instagram non-follower reach by 238% quarter over quarter.
- Filmed and edited a program video, covered faculty events, and produced the Faculty of Social Science and Humanities' annual report.

Stromatic Media

CEO
Apr 2023 – Present

- Generated 122,078,383 views and 8,793,230 shares from one account, alongside work across multiple social channels.

City of Oshawa

HR Communications Student
Jan 2026 – Apr 2026

- Supported an intranet migration and produced internal promotional and training videos.

Search Engine People

Associate Campaign Manager
Sep 2022 – Apr 2023

Digital Marketing Coordinator
May 2022 – Sep 2022

Video Content Intern
Apr 2022 – May 2022

- Managed more than 15 Google Ads accounts with an average click-through rate of 13%, creating video and image campaign assets.
- Worked on SEO, blog content, and client digital marketing strategies.

Spiritleaf

Social Media Manager
Jan 2021 – Jan 2022

- Grew followers by 76% over three months and increased posting frequency by 233%.

EDUCATION

Master of Social Media Communication (in progress)
Online Creators
Ontario Tech University
Sep 2026 – Present
Expected completion: Aug 2027

Bachelor of Arts (Honours) in Communication and Digital Media Studies
Ontario Tech University
Sep 2024 – May 2026
Graduated with Distinction · President's and Dean's Honours List

Diploma, Advertising and Marketing Communications
Durham College
Sep 2020 – Jun 2022
Honour Roll

SELECTED PROJECTS

Mentioned Today ↗
Product design & development

Stromatic Labs ↗
Technology video & education

Picski ↗
Published iPhone app

SKILLS

App development
AI workflow management
Content automation
Content strategy
Video production
Social media
Paid media
SEO
Analytics