

# JOE CATANIA

Digital Storyteller & Content Creator

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*Strategic digital leader with a proven track record in government communications, focused on delivering impactful multimedia content that advances public service goals, simplifies complex policy, and drives digital innovation.*

## SKILLS

- Video Editing & Post-Production
- Film & Photography
- Copywriting & Content Strategy
- Graphic Design & Branding
- Audio Editing & Sound Design
- Concept Development & Project Management
- Extensive Understanding of Social Platforms
- Policy Translation & Strategic Communication
- Stakeholder Management & Partnership building
- Team Building & Mentorship
- Understanding Tone & Serving Different Communities
- Inclusive & Supportive Team Culture

## WORK HISTORY

### Director of Digital Media and Content Strategy, Ministry of Public & Business Service Delivery & Procurement (2024 - Present)

- Lead digital storytelling and visual communications strategies that support the delivery of essential provincial services and citizen-facing initiatives. .
- Translate complex government programs and initiatives into clear, accessible multimedia content for diverse audiences.
- Collaborate with internal ministries, external vendors, and sector partners to ensure alignment of digital campaigns with enterprise-wide goals and public service delivery priorities.

### Senior Digital Communications Manager, Ministry of Municipal Affairs & Housing (2021 - 2024)

- Developed and executed digital content strategies aligned with provincial housing and municipal governance priorities.
- Translated complex public policy and infrastructure topics into clear narratives that informed and engaged audiences province-wide.
- Worked closely with municipal stakeholders, housing advocates, and communications teams across government to co-develop messaging and coordinated outreach strategies.

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## **Digital Media Specialist, Legislative Assembly of Ontario (2020 - 2021)**

- Created high-quality digital content for Members of Provincial Parliament, elevating visibility and communication impact.
- Served as the primary videographer for the Premier's announcements and events, capturing and delivering timely visual assets.
- Produced accurate, engaging media under tight deadlines in a fast-paced, high-profile political environment.

## **Digital Media Manager, Evanov Communications (2018 - 2020)**

- Led development of digital and promotional content across 20+ radio stations, increasing audience engagement and reach.
- Collaborated with on-air talent and marketing teams to amplify artist promotion and campaign performance.
- Standardized brand messaging and visual content across markets and platforms to maintain consistency and impact.

## **EDUCATION**

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### **Diploma, Journalism - Sheridan College, Oakville**

The program emphasized hands-on learning across digital, video, and broadcast formats, helping to sharpen writing, interviewing, editing, and on-the-ground production skills that continue to shape these assets in public-facing communications.