

Noah Chrysler

(315) 569 - 5074
contact@noahchrysler.com
Atlanta, GA 30306

Work Experience

Professional Portfolio: NoahChrysler.com

Holbrook Life Management

Atlanta, Georgia

Digital Marketing Manager

Jun 2021 - Current

- ▣ Designed and executed a comprehensive digital marketing plan including paid ads, organic social media, SEO, email marketing, and more
- ▣ Created and managed strategic AI driven Facebook and Google ad campaigns with a yearly ad spend exceeding \$120,000
- ▣ Grew organic social media channels by over 5,000 new followers in under 12 months using daily social media posts and professional video
- ▣ Designed, filmed, produced, edited, and implemented video ad campaigns that generated hundreds of leads and 100k+ impressions
- ▣ Reduced overall cost of driving high quality online traffic by over 40X, while improving conversion rate and number of conversions

Scriber Law Group, LLC

Atlanta, Georgia

Marketing Director

Feb 2020 - Apr 2021

- ▣ Designed and executed a comprehensive multi-media marketing plan with an annual budget in excess of \$100,000
- ▣ Managed end-to-end implementation of Salesforce to track customer journeys for 100+ clients with touchpoints across 9 media channels
- ▣ Led a team of 5 to execute marketing campaigns with weekly reviews of key performance indicators
- ▣ Created, hosted, produced, and distributed the video podcast *Let's Talk About Death And Taxes* with a monthly reach of more than 15,000+
- ▣ Leveraged phone campaign to amplify outreach and communicate with former and prospective Atlanta-area clients to evaluate service needs

AppVault LLC

Atlanta, Georgia

Digital Media Account Executive

Feb 2019 - Feb 2020

- ▣ Developed and managed Google Ads and programmatic marketing campaigns for 20+ clients with monthly ad spend exceeding \$500,000
- ▣ Utilized automation to cut 25+ hours of manual tasks each month from budgeting, billing, buying decisions, and client communications
- ▣ Reduced average cost to acquire job applicants for clients by 43% by utilizing ClickCast programmatic marketing platform

Afterbox

Palo Alto, California

Co-Founder and Marketing Director

May 2017 - Aug 2018

- ▣ Conducted market research campaign using focus groups and consumer data sets to find product market fit for the Afterbox iOS application
- ▣ Designed Afterbox user interface and collaborated with software engineers to build Afterbox based on identified consumer needs
- ▣ Raised \$20,000 in seed funding by delivering product pitch presentations to venture capitalist firms and angel investors in the Palo Alto area

Why It's Trending

Rochester, New York

Creator and Host

Jan 2018 - Oct 2020

- ▣ Researched, wrote, hosted, directed, and produced a web series that critically analyzed successful online video entertainment companies
- ▣ Accumulated over 1,000 YouTube subscribers and 100,000 video online views across all platforms in nine months
- ▣ Received recognition and praise from featured creators - *Binging With Babish* (8.9M subscribers), *Bon Appétit* Creative Director (5.8M subs)

The RIT Newsmen

Rochester, New York

Creator and Host

May 2016 - Aug 2018

- ▣ Created, hosted, produced, and distributed the weekly entertainment series, *The RIT Newsmen*, an online video show featuring campus events
- ▣ Accumulated over 200,000 online video views with high engagement across the RIT campus
- ▣ Collaborated with the RIT Study Abroad Office to travel to RIT Croatia campus and highlight International Business academic program
- ▣ Fostered partnership with RIT Undergraduate Admissions Office to fully fund cost of production

Freelance Work

Atlanta, Georgia

Freelancer

May 2016 - May 2021

- ▣ Outlined diverse client needs, aligned on stakeholder expectations, and fulfilled time bound deliverables for 25+ creative projects
- ▣ Managed digital marketing campaigns for local brands and businesses including Vintage Candy Co and Farm Hounds Treats
- ▣ Captured, edited, and produced professional photos and videos for multiple weddings across an array of diverse venues
- ▣ Produced marketing materials for multiple non-profit organizations (this work is featured at www.NoahChrysler.com)

Education and Certifications

Rochester Institute of Technology

Rochester, New York

Bachelors of Science in New Media Marketing

Graduated Dec 2018

Certifications:

Google Adwords, Google Analytics, Google Data Studio, Google Ads Specializations (video, search, mobile, display, shopping), Facebook Ads

Awards

RIT MAGIC Center Start-up Grant

Rochester, New York

Recipient

Awarded June 2018

- ▣ Selected from an applicant pool of over 20 teams to receive a \$10,000 grant to fund a self driven creative startup
- ▣ Cultivated over 100,000 views by creating, editing, and producing *Why It's Trending* (a YouTube creator analysis video series)

Lightspeed Venture Partners Fellowship Grant

Palo Alto, California

Recipient

Awarded June 2017

- ▣ Selected from an applicant pool of 1,000+ to be featured on Apple TV's television show *Planet of The Apps*
- ▣ Awarded \$20,000 in seed funding and an invitation to the Lightspeed Venture Partners Fellowship program

Boy Scouts Of America

Syracuse, New York

Eagle Scout

Awarded May 2014