

Work Experience

Professional Portfolio: NoahChrysler.com

Senior Living Marketing Masters

Atlanta, Georgia

Founder and CEO

Aug 2022 - Current

- Founded a digital marketing agency specialized in delivering lead generation and marketing services for Senior Living Providers.
- Generated over \$20k in revenue in less than 3 months by designing and leading a consultative sales process.
- Created a sales webinar that achieved a 64% booked consult rate for webinar attendees, using paid online advertising with an ROI of over 1900%.
- Led a team of four, successfully delivering marketing services to Senior Living Providers, including paid ads management, organic social media, search engine optimization, and review campaign management.

Holbrook Life Management

Atlanta, Georgia

Digital Marketing Manager

Jun 2021 - Aug 2022

- Developed and executed an effective digital marketing campaign utilizing social media, email marketing, paid ads, SEO, and other channels to achieve the company's strongest sales year.
- Managed \$120k in ad spend, building AI-driven campaigns to increase clicks by 1900%, lower CPC by 40X, and produce 40+ leads per month.
- Gained 5,000 new social media followers in under 12 months using professional video and daily social media posts on all platforms.
- Reduced cost of driving online traffic by over 40X. Oversaw website redesign that boosted conversion rate by 30%.

Scriber Law Group, LLC

Atlanta, Georgia

Marketing Director

Feb 2020 - Apr 2021

- Produced dozens of leads per month by strategically allocating \$100,000+ annual marketing budget across a variety of channels.
- 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.
- Reached over 15,000 monthly viewers and listeners with the video podcast I designed and produced, *Let's Talk About Death And Taxes*.
- Generated new revenue by leveraging a direct phone call campaign to re-engage former customers and build a referral network of businesses.

AppVault LLC

Atlanta, Georgia

Digital Media Account Executive

Feb 2019 - Feb 2020

- Managed \$500,000+ in Google Ads and Programmatic ad spend for 20+ clients including Coca-Cola and Walmart's trucking divisions
- Reduced Cost Per Click by 43% by utilizing artificial intelligence driven bidding strategies inside of Google Ads and ClickCast (Programmatic)
- Utilized automation to cut 25+ hours of manual tasks each month from budgeting, billing, buying decisions, and client communications

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

Rochester Institute Of Technology Video Production

Rochester, New York

Creator and Producer

May 2016 - Oct 2020

- Produced a popular online news video series and received a \$10k grant for a video startup.
- Achieved over 300,000 online views and over 4,000 returning subscribers across all projects.

Freelance Work

Atlanta, Georgia

Freelancer

May 2016 - Aug 2022

- Sold over \$50,000 in freelance projects to 25+ unique clients and led various teams to fulfill projects on time and within budget.
- Developed and executed digital marketing campaigns resulting in over 250+ qualified leads and a 20% increase in client revenue.
- Produced professional video content with over 10,000 online views for clients including the AI tech giant Hugging Face.
- Designed and launched high-quality websites for multiple clients, managing teams of designers and developers to exceed client expectations.

Skills and Certifications

Skills

Digital Marketing Strategy, Lead Generation, Paid Ads, Content Marketing, Email Marketing, SEO, Programmatic Ads, Analytics & Reporting, Sales Video Production & Content Creation with the Adobe Creator Suite (Premiere, PhotoShop, After Effects, LightRoom), Canva, and more

Certifications:

Google Ads Certified, Google Analytics Certified, YouTube Certified, Facebook Ads Certified, HubSpot Marketing Certified

Education

Rochester Institute of Technology

Rochester, New York

Bachelors of Science in New Media Marketing

Dec 2018

Awards

RIT MAGIC Center Start-up Grant

Rochester, New York

Recipient

Awarded Jun 2018

- Received a \$10,000 grant from a pool of 20+ applicants to fund a 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 Jun 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