

Noel E. Austin

15+ YEARS OF EXPERIENCE

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iamnoelelizabeth.com

Areas of Expertise

AI Marketing ▸ Creative Direction ▸ Brand Strategy & Development ▸ Project Management ▸ Partnerships & Promotions ▸ Events & Activations ▸ Organic Social Media ▸ Paid Ads ▸ Vendor & Agency Management ▸ Budgeting ▸ Copywriting ▸ Audience Segmentation & Cohort Analysis ▸ Data Optimization ▸ 360° Integrated Campaign Execution

Programs

include but are not limited to:

Adobe Illustrator, Adobe Photoshop, Adobe Firefly, Canva, LinkedIn Ads, WordPress, Monday.com, Salesforce, HubSpot, ChatGPT, Firefly, Julius

Education

BS - Journalism & Electronic Media - University of Tennessee (2009)

MA - Clinical Psychology (Marriage & Family Therapy) - Pepperdine University (June 2024)

WORK EXPERIENCE

2021 - Present

PROMOTED DIRECTOR, MARKETING & CREATIVE

PTTOW!

Directs a team of marketers and designers, managing:

Creative direction, visual identity, printed collateral, paid ads, organic social, vendors, agencies (SEM, SEO, apps, websites, etc.), events, email campaigns, CRM, data & optimization, project management, rebranding & copywriting

Highlight Revived the company's social strategy, tech stack, & branding while onboarded various agencies to elevate the company during a record-year of growth in 2023 and 2024

2019 - 2021

BRAND STRATEGY MARKETING LEAD

 DC WarnerMedia

Executed OTT marketing campaigns (acquisition, engagement, retention and win-back) for DC shows by managing:

Brand identity, partnerships, vendors, agencies (OOH, packaging, print, etc.), events, sweepstakes, promotions, CRM campaigns (including A/B testing), paid media, data & optimization, project management & copywriting

Highlights

- Recruited by additional business units to assist with e-commerce, CRM, social media, & copywriting strategies
- Created marketing plans for a newly launched web platform

WORK EXPERIENCE CONT.

2019

LICENSED CONTENT MARKETING MANAGER



Developed and executed engagement, retention & reacquisition marketing campaigns by managing:

On- and off-channel strategies (e.g., email, social, events and PR), project management, & TV and film partnerships (e.g., NBC, FOX, AMC, EPIX)

Highlight Launched popular shows like *This is Us*, *The Masked Singer*, and *Letterkenny* (which was obtained as a Hulu Original due to its success).

2016 – 2018

PROMOTED SENIOR MARKETING MANAGER



Executed domestic and international marketing campaigns for entertainment brands and shows (e.g., *Care Bears*, *Madballs*, *Buddy Thunderstruck* and *Holly Hobbie*) by managing:

Paid and organic social media, creative direction, events, brand newsletters, press releases, vendors, agencies, licensees, trade shows, & budgets

Highlight Strategized plans that delivered over 1 billion impressions (digital, social and print campaigns) in less than 6 months.

2014 – 2016

MARKETING COORDINATOR



Managed marketing, creative, live events, and agencies for shows like *Yo Gabba Gabba!* and the *Teletubbies*.

2011 – 2014

MARKETING EDITOR



Created and edited marketing collateral for a government contract between NASA and Hewlett-Packard Enterprise Services.

EXAMPLE FREELANCE EXPERIENCE

I was given the opportunity to create the overall brand (and some marketing materials) for Preston Street Production (e.g., logo, color scheme, font, brand sizzle). After researching, creating a strategy, gathering assets, and building a storyboard – I hired graphic professionals to help execute the vision. Here are example assets from the project:

BRAND GUIDELINE



BRAND SIZZLE [CLICK TO WATCH](#)

