

NOAH ESKEW

Marketing, PR, and Ad Professional



PORTFOLIO + CONTACT

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EDUCATION

Bachelor's Degree

Advertising & Public Relations
Regent University
3.97 GPA

Associate's Degree

Social Sciences
Virginia Peninsula Community College
Magna Cum Laude

CERTIFICATIONS + MEMBERSHIPS

PRSA

Public Relations Society of America
Hampton Roads Chapter

Social Social

Coalition of social media professionals

HubSpot

Social Media Marketing

Google

Google Ads Search
Google Analytics

Lambda Pi Eta

National Honors Society
Communication Association

WHAT I CAN DO:

COPYWRITING: produce clever, persuasive, and compelling written content that harmonizes with brand personality, meets campaign objectives, and fits the platform in play.

IDEATION: brainstorm marketing strategies and content plans for a variety of goals and situations.

DIGITAL GROWTH: increase social media engagement and drive organic traffic to websites through 360° inbound campaigns (social media marketing and search engine optimization).

MARKET RESEARCH: uncover facts, stats, & info through tireless research.

WHAT I'VE DONE:

Marketing Coordinator at July 2022—

- » Working around strict regulations and creative barriers surrounding the industry to drive engagement, mentions, and page growth on the company's social media platforms.
- » In the six months after instituting my content plan, our pages experienced a 101% increase in engagement, a 35% increase in impressions, and a 147% increase in clickthroughs across Twitter, IG, FB, and LinkedIn.
- » Optimizing the company's online presence (Google My Business, Bing Places) by publishing news stories, listing amenities, and commissioning photoshoots in 18 countries across the globe.
- » Partnered with internal teams and external agencies to write and design a new corporate website, which saw an 7.5k uptick in visitors in the month following its release.
- » Devised and implemented a recruitment strategy (using billboards, sponsorships, events, guerrilla marketing, and PR) throughout 7 U.S. markets.

Junior Copywriter at 7 months

- » Elevated clickthrough rates by 320% through effective headlines, social media captions, and website CTAs for nationally-recognized gov't agencies, food brands, & tourism destinations.
- » Authored SEO-minded blogposts that transformed complicated, economic jargon into something readable and easy to grasp.
- » Increased page visitors to a client's flagship digital resource by more than 20%.
- » Partnered with city leaders and journalists through press releases and online communicators to ensure the publication of relevant and newsworthy information.

Social Media & Marketing Intern at 5 months

- » Managed the creative direction for digital campaigns (design, fonts, music, brand voice).
- » Served as the on-set writer, director, and camera operator for various video shoots.
- » Assisted management in launching an influencer marketing campaign by setting research-informed guidelines and making data-driven suggestions.
- » Managed publicity opportunities for the CEO by successfully booking speaking engagements to disperse info about the company's services to highly targeted audiences.

Freelance Marketing Consultant & Advertising Creative 4 years

- » Instituted SEO-related updates for a client, helping them achieved 47% more website visitors.
- » Earned targeted media space that was crucial to doubling a client's product sales.
- » Scripted, filmed, and edited a collection of video advertisements, which led to an immediate increase in calls from a client's prospective customers.
- » Drafted comprehensive marketing plans for pricing and distribution strategies as well as product lineups and promotional ideas.
- » Managed traditional advertising and PR campaigns (print materials, out-of-home ads, event planning, news releases, etc.).