

KASEY NOE

CREATIVE LEADER

CONTACT

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EDUCATION

Bachelor of Fine Arts
EAST CAROLINA UNIVERSITY
Greenville, NC
2011

ASSOCIATION OF NATIONAL
ADVERTISERS
Certified Marketing Professional
2019

EXPERTISE

LEADERSHIP

COMMUNICATION

TEAMWORK

PROBLEM SOLVING

ORGANIZATION

CREATIVE MANAGEMENT

MARKETING

OPERATIONS

SOFTWARE

- Photoshop
- InDesign
- Illustrator
- Microsoft Office
- Sketch
- Invision

INTERESTS

- Gardening
- Cooking
- Architecture
- Fashion

PROFILE

I have a background in creative, marketing, and operations which has allowed me to morph my experience into a well-rounded, conceptual and strategic creative leader. I look forward to continuing my career in leadership in a position that will challenge me professionally and allow me to grow intellectually.

EXPERIENCE

2018 - Present

DESIGN MANAGER

Shutterfly INC - E-commerce company specializing in personalized photo gifts

Responsibilities include managing, reviewing and approving creative work done by our external agency and on-site contractors. Fully understand and communicate the brief objectives and ensure execution. Collaborating with marketing partners to develop creative strategy. Mentor designers on how to create results driven assets that execute the business objectives. Provide creative direction on multiple projects and brands including digital and print pieces for Shutterfly, TinyPrints, and Lifetouch.

- Turned a turbulent relationship into a high functioning partnership
- Develop strategic recommendations based on analytics and KPI's
- Educate creative on consumer insights in order to design into performance results
- Offer support for brand strategy initiatives and creative content strategy by inspiring compelling stories
- Work directly with the Creative Operations team to overcome obstacles and improve the process, budget and timelines
- Lead and organize the migration of our digital asset platform restructure
- Proposed A/B test that resulted in an increase in revenue by 47% and a decrease in creative hours by 22%
- Lead the development of brand best practices, templates, and on-boarding guidance

2017 - 2018

CREATIVE STRATEGY & GRAPHIC DESIGN

Raj Swim - Swim wear manufacturing, licensing, retail and e-commerce for SwimSpot

Worked directly with the Director of Marketing, VP of Marketing, and Director of E-commerce to produce and manage sales-driven campaigns used across all channels including email, social media, e-commerce, and retail locations.

- Took on a variety of roles to fill in the gaps at a small company
- Developed a creative strategy that offered versatility across various platforms and audiences while keeping a cohesive brand structure
- Created fresh content for social and CRM to engage a younger audience
- Managed and updated web and social assets
- Tracked and analyzed ad performance and segmentation for campaign optimization

2016 - 2017

DIGITAL MARKETING MANAGER

Shahida Parides - Luxury contemporary women's clothing brand

Managed and mentored Graphic Designers, Copy-writers, and the Marketing team to create multifaceted campaigns that drove business strategy used across a variety of channels and platforms.

- Developed brand awareness through public outreach and social presence
- Increased retail and wholesale sales by 42% through strategic digital campaign design and planning
- Styled and directed campaigns for both print and digital platforms while managing tight budgets and deadlines
- Co-produced Style Fashion Week LA featuring the Fall 2017 collection and celebrity models

EXPERIENCE CONTINUED

2011 - 2017

GRAPHIC DESIGN & CREATIVE STRATEGY

Freelance - Worked for a variety of clients in an array of industries

With my skills in brand development, logo design, overall brand identity creation, and marketing campaign development, I have helped companies create cohesive identities that stay true to their mission statement and drive customer awareness to their brand. Clients I worked with include:

- Native Roots Colorado
- Jon Paccaroni Photography
- Pash & Forte
- 18th Avenue
- Pure Options
- First Class Wellness
- Samantha Greenlee, LMFT
- Knot Too Shabby
- Bill Mason Law
- Sass Development Company

2012 - 2015

OPERATIONS CONSULTANT

Freelance - consulting MMJ company's for warehouse operations, branding and customer outreach

After successfully setting up a highly efficient facility in Colorado, I took some of the same processes and structures to Michigan where I consulted for a multiple company's at different stages of development bringing them strategic and organized processes to lead them into a future of success.

- Set up warehouse facilities to produce maximum yields at the highest quality through strategic planning, sourcing, and execution
- Created operating guidelines with the highest standards to stay ahead of the ever changing government regulations.
- Organized community outreach programs that offered educational materials about the range of benefits and options for caretakers
- Developed highly efficient systems that reduced labor intensive costs at no sacrifice to the quality of the product.
- Developed brand strategy's that evoke trust in a relatively new space
- Organized integrated marketing campaigns to support the brand voice and create more recognition throughout the community

2011 - 2012

PROJECT MANAGER & CAMPAIGN DESIGNER

Native Roots Colorado - One of the largest dispensary chains in Colorado

At the forefront of a new industry we felt it was our responsibility to pave the way for the future of alternative medicine standards. I worked directly with the Founder and Managing Operator to overcome obstacles that were slowing down production and leaving revenue on the table. We improved the standards of all operations facilities while monitoring the continuously changing regulations to ensure compliance was always upheld.

- Increased sales through self-implemented customer relationship management
- Improved brand awareness through creative execution
- Developed a process to minimize waste and increase our ratio for production based on the state regulations
- Significantly increased efficiency through operations and process management
- Helped bring the company to the forefront of innovation
- Developed Marketing campaigns that were cohesive to the company's mission and voice
- Curated events for patient outreach education and awareness in the community