

NOAH POOLE

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Overview

Since 2017, Noah has worked specialized roles in graphic design, video production, social media, and digital marketing at both the national and international level for companies in manufacturing, outdoor sports, and entertainment.

Education

Columbia College Chicago | *Bachelors of Arts in Writing & Performance* 2015 - 2018

Concentration in Production and Creative Writing

- *Honors: Presidents List (2017)*

Experience

Marketing Content Developer 2024 - Present

Wakefield Thermal | Nashua, NH | Hybrid

Through Wakefield Thermal, serve as the primary graphic designer and marketer for the six companies that make up The Heico Companies' Thermal Solutions Segment(TSS).

Responsibilities:

- Design compelling visuals for TSS selling materials, packaging, swag items, trade booths, and company content.
- Liaise with engineering teams to create technical data sheets, brochures, and product catalogs.
- Edit and publish web and social content across all TSS company websites and social media.

Achievements:

- Served as lead designer in the launch and establishment of the Wakefield Extrusion brand and website.
- Developed entire product catalog for C/A Design, a TSS company.

Assistant Marketing Manager 2021 - 2023

SPRO USA | Kennesaw, GA | Hybrid

Managed SPRO USA's creative direction through graphic design, video production, and digital marketing channels.

Responsibilities:

- Designed printed collateral including ad inserts, catalogs, clothing and packaging.
- Filmed and edited interviews and lifestyle content for social media shorts and advertising.
- Managed SPRO's ecommerce website by editing content, creating product pages, and designing assets.

Achievements:

- Accumulated over 10 million views as SPRO USA's social media manager and content creator.
- Designed SPRO USA's 2021, 2022, and 2023 product catalog.

Multimedia Designer 2017 - 2020

321 Fastdraw | Chicago, IL | Remote

Created engaging graphic design and edited video for the production company 321 Fastdraw and its clients.

Responsibilities:

- Designed stunning video and motion graphics for 321 Fastdraw's clients including Verizon and Sports Center.
- Served as primary video editor for 321 Fastdraw's gaming brand, Next Reality and it's education brand 321 Learning.

Achievements:

- Mentored under veteran motion graphics specialists and audio engineers.

Skills

Certifications: *Adobe Certified Professional in Graphic Design(Illustrator), Figma for UX Design(LinkedIn)*

Software: *Adobe Illustrator, Adobe Premiere, Adobe InDesign, Wordpress, Shopify, BigCommerce, Google Analytics, Google Ads, OBS, Pardot, Klaviyo*

Industry Experience: *Manufacturing, Entertainment, Gaming, Outdoor Sports, Human Resources*