

Noah Hester

Digital Communications Manager

✉ nhesterpr@gmail.com

☎ 573-625-8937

🌐 www.nhesterportfolio.com

I'm a results-driven professional with a diverse skill set and a passion for continuous growth. With experience in digital marketing, public relations, and digital communications, I have a track record of successfully managing multiple projects simultaneously. Known for saying yes to opportunities, being proactive and flexible, and fostering a mindset of lifelong learning. Currently excelling as a Digital Marketing Strategist at Volume Nine while managing a small online disc golf company.

Experience

Digital Marketing Strategist

Volume Nine

Dec. 2023 - Present

- Develop and manage digital marketing strategies for a variety of clients in various industries to achieve their goals.
- Reading and interpreting client data to measure results and suggest solutions to boost presence and brand recognition accordingly.
- Provided support through project management, client communication, client account organization, etc.

Digital Communications Manager

Springfield Area Chamber of Commerce

Sept. 2022 - Nov. 2023

- Create and manage content for the Chamber's website and social channels aligned with the strategic communications plan.
- Responsible for content and distribution of Chamber electronic newsletters and other email communications.
- Content management system support and report/interpret media analytics.
- Collaborate with Chamber staff across departments and volunteer leaders on communications-related projects, including writing for publications, speech writing, video production, podcast production, news releases/articles, event scripts, audio-visual support, and more.
- Oversee projects and management of working relationships with multiple partners on proactive and social media marketing, branding, website development, and SEO.

Account Manager/Content Creator

Eleven Point Marketing

Nov. 2021 - Dec. 2023

- Established and communicated the overall vision, purpose, and project objectives of each marketing campaign to the client and creative team.
- Developed and maintained a social media presence and strategy for a variety of clients to establish growth digitally.
- Collected ad creative assets from clients, verified specifications, followed ad creative implementation process, and closely monitored and reported ad performance.
- Created a project calendar and ensured deadlines were met for each social media campaign.

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Experience (cont.)

- **Communications Coordinator** Nov. 2021 - Sept. 2022
Council of Churches of the Ozarks
 - Worked closely with outreach partners to coordinate campaigns and ensure content was consistent with the overall marketing strategy.
 - Developed and maintained a social media presence, monthly electronic newsletter, monthly print newsletter, and maintained the website that engaged donors and volunteers and continued to build the brand awareness of the organization.
 - Coordinated print materials with a specific focus on the Annual Report, solicitation materials for the Annual Campaign, and special event materials.
 - Supported the implementation of special events through coordinating event announcements, invitations, programs, and signage.
- **Assistant Store Manager** Aug. 2020 - Dec. 2021
PFI Western Store
 - Directed social media team with product photography that fostered thousands of engagements per week.
 - Led several merchandising store layout projects that impacted thousands of weekly store visitors.
 - Content management system support and report/interpret media analytics.
 - Trained new staff and directed event volunteers before, during, and after events with hundreds of attendees.

Education

- **Missouri State University** 2018-2021
 - Bachelor of Science, Public Relations
 - Conflict and Dispute Resolution Certificate
 - GPA: 3.87 (Honors)

Awards

- **International Hermes Gold Award for Creative Professionals** 2022
 - 2021 Council of Churches of the Ozarks Annual Report
- **International Hermes Gold Award for Creative Professionals** 2021
 - Spring 2021 Eagle Express Magazine
- **International AVA Platinum Digital Award** 2021
 - Covid-19 Communication

Skills

- Conflict & Dispute Resolution
- Digital Marketing
- Event Management
- Project Management
- Public Relations
- Social Media Marketing
- Strategic Communications
- Website Management