



## CHRISTIAN NOLE

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716.909.1631  
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### BUSINESS SKILLS

Marketing Strategy  
Marketing Automation  
Market Research / Analysis  
PPC / SEO / SEM  
Social Media Management  
Customer Service  
Copywriting  
Creative Direction  
Cost Analysis  
Budgeting

### DIGITAL SKILLS

Microsoft Office Suite  
Wordpress CRM  
Adobe Photoshop  
Adobe Illustrator  
Adobe Indesign  
Adobe Premiere  
Google Adwords  
Google Analytics  
HTML / CSS / JSON

## ACCOMPLISHMENTS

### MARKETING COORDINATOR, KATZ AMERICAS JUNE 2011 - PRESENT

- Implemented US Launch of KATZ Display Board product line
- Managed trade show operations, booth design, setup and customer experience
- Designed and developed creative branding campaigns through market research and analysis
- Built customer relationships and partnerships to grow top and bottom line while increasing product line market share
- Lead copywriter for all marketing campaigns and website content
- Oversaw direction of graphic arts and develop content marketing pieces including brand videos, photography, blogs and customer cross promotional campaigns
- Managed direct mail and e-mail marketing campaigns to foster brand recall and grow sales
- Designed and programmed Augmented Reality interactions
- Managed website design and maintenance, SEO and SEM management, and statistical analysis of company media channels

### ADVERTISING INTERN, TRAVERS COLLINS & CO. JANUARY 2011 - MAY 2011

- Prepared project proposals under Account Management
- Composed press releases, media pitches, and media kits
- Social media content creation and impact analysis
- Conducted market and industry research for client projects

### SMART CAR REPRESENTATIVE, NORTHTOWN AUTO JUNE 2008 - JUNE 2011

- Provided customer support to new vehicle clients
- Sold aftermarket vehicle accessories, factory upgrades and technology subscriptions
- Managed customer appointments and installations
- Processed cash and credit transactions for customer purchases

## EDUCATION

### THE STATE UNIVERSITY OF NEW YORK AT BUFFALO

Bachelor of Science, School of Management  
Marketing Concentration - Graduated May 2011

## VOLUNTEER EXPERIENCE

- American Marketing Association
- United Way of Greater Niagara
- Young Life Youth Ministry