



graphic design  
brand identity  
digital strategy  
promotion  
art direction  
project management  
social media  
eCRM

**name**

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**objective**

To utilize my vast skills and experience in design and project management while participating in the creative process.

**education**

Texas State University  
August 1999 - May 2004

Communication Design  
Emphasis on Brand Identity  
& Art Direction

**additional classwork**

Aquent Gymnasium "Coding for Designers"  
Aquent Gymnasium "Responsive Web Design"

**software**

Macintosh/PC  
Adobe Creative Suite  
Microsoft Office

**skills**

Strong written and verbal communication skills  
Copywriting and art direction  
Print and digital design/layout  
Electronic file creation and print processes  
Integrated campaign management

**language**

English

**shell lubricants** | February 2014 to Present

digital marketing manager, north america

- Collaboration and support of B2B and B2C digital activities covering USA and Canada
- Provide support to local teams regarding global and local digital marketing strategy
- Develop and execute Pay Per Click strategy to address competitive campaigns
- Consumer eCRM database and electronic communication strategy/implementation
- Integrated acquisition campaign support for consumer loyalty reward program
- Implementation of globally developed desktop and smart device tools for local sales and marketing teams
- Mobile app creation, user experience and design properties
- Website and microsite user experience, design, and development for promotional and influencer content
- Social Media campaigns consultation and execution
- Planning and infrastructure development for re-marketing campaigns using branded and 3rd party assets
- Responsible for expansion of product ratings and reviews program and collection of user generated content for marketing activities
- Management of product locator interface and data residing on digital platforms for multiple brands and consumer promotions
- Analyze data and create visual communications for brand, marketing and sales teams
- Data privacy and data security focal point for North America Lubricants Marketing team
- Budget oversight of ~\$1 to 2,500,000.00 USD

**shell lubricants creative services** | January 2011 to February 2014

marketing project coordinator

- Work with internal clients to initiate projects and develop timelines; manage workflow between clients and vendors
- Assign work to Designers and Production Artists
- Work with internal procurement, legal, fulfillment and vendors to determine most cost effective ways to meet deadlines and communication objectives
- Provide creative and value-added solutions while maintaining brand compliance
- Gather information on communication objectives, audience, budget and deadlines
- Maintain up-to-date knowledge on subject matter and provides support to client groups regarding brand strategy and corporate roadmap
- Allocate time wisely and effectively, manage multiple priorities regarding routine matters and issue resolution
- Promotional work for both National and Account-Specific clients; contests, sweepstakes, instant and mail in rebates across multiple brands and channels
- Manage language translations and versioning for materials used in United States and Canada
- Tradeshow and event marketing utilizing Corporate, Grassroots, B2B and B2C perspectives
- *Win As One 2012 award recipient for "Creation of Brand Demand in Marketing"*

**hunter-mcmains, Inc.** | March 2005 to October 2010

project director and lead graphic designer

- Manage team of 5; office manager, sales associates and graphic designers
- Direct, consult and design brand identities, print collateral, direct mail, social media and websites
- Work with clients to initiate projects and develop timelines, manage workflow between clients and vendors
- Developed new digital services offering to support customer needs around web design, user experience, and eCRM
- Assign work to Designers and Production Artists to meet creative objectives and aggressive deadlines