

NOAH FIDLIN

NOAHFIDLIN.COM

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ABOUT

Noah Fidlin is a Multimedia Designer and Brand Designer/Strategist based in Appleton, WI. His design and video work on high-performance ad campaigns have contributed to YOY sales growth for household name DTC brands. Noah's expertise in print and digital design processes has led to brand identity projects across industries, from concept to completion as well as in a supplementary capacity.

WORK EXPERIENCE

HOMESTEAD STUDIO, APPLETON, WI

MULTIMEDIA DESIGNER

04/2022 - PRESENT

- Worked on the Creative Team for a Forbes Top E-Commerce Marketing Agency
- Developed 700+ direct response ads for 60+ 7-9 figure DTC ecommerce brands
 - Video edited, designed, and motion designed for campaigns across Meta, YouTube, and TikTok
 - Worked with clients across industries (kitchenware, CPG food, clothing, fitness, home decor)
 - Used data-driven decision-making and best practices to develop direct response ads
 - Worked alongside Account Managers and Creative Strategists to create successful ad campaigns
- Consistently presented direct ad concepts and streamlined workflow methods internally
- Crafted quality work in a fast-paced environment

WILDFIRE COFFEEHOUSE, KIMBERLY, WI

LEAD BRAND DESIGNER/STRATEGY CONSULTANT (FREELANCE)

05/2019 - PRESENT

- Developed comprehensive brand identity for Wildfire
 - Crafted logo, primary graphics, illustrations, and brand guidelines
- Directed, strategized, filmed, and edited promotional videos for YouTube and Instagram
- Designed merchandise, social media posts, and large format signage
- Designed, tested, and wrote data-driven copy for Wildfire's website

OPTIMAL DIGITAL MARKETING, APPLETON, WI

BRAND MARKETER/MEDIA CONTENT SPECIALIST

07/2020 - 12/2021

- Formulated creative strategy and direction for Optimal's website
 - Vetted, interviewed, and provided feedback for web design contractor
 - Oversaw and reviewed contracted web development work
 - Administered website, managed web page content, and spearheaded blog posts
 - Used data-driven decision-making and best practices to successfully optimize website
 - Created media and design work for Optimal and 12 clients
 - Crafted brand guidelines for Optimal's design and marketing
 - Photographed and designed for campaigns across Meta, YouTube, and LinkedIn
 - Worked with clients across a wide variety of industries (healthcare, CPG food, sporting goods)
 - Directed, strategized, filmed, and edited promotional videos for Meta and YouTube
 - Consistently presented design and marketing concepts internally
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CONTINUOUS EDUCATION

CXL

- Copywriting and Product Messaging
- Landing Page Optimization
- Branding
- Content Recycling
- SEO Link Building

SUPERHI

- Intro to User Experience Design
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EDUCATION

ST. NORBERT COLLEGE, DE PERE, WI

GRADUATED 05/2020

Bachelor of Arts, Graphic Design major and English minor

- Cum Laude

Senior Capstone Project (*A Sudden Loss of Control*, Magazine)

- Provided art direction, graphic and print design, photography, artwork, and editorial writing
 - Interviewed six visual artists and photographers (including an award-winning director/photographer)
 - Collaborated with St. Norbert College's art faculty and print center for best practices
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SKILLS

- Adobe Creative Suite
- Figma
- Squarespace
- Notion
- Wix
- WordPress
- Divi for WordPress
- Zapier