



NOAH KEATS

Marketing & Visual Design

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PROFESSIONAL SUMMARY

Highly skilled, driven, and detail-oriented graphic designer with sharpened experience working with a broad variety of design software and realms, including Adobe Creative Suite, web design, and print. Motivated and passionate about curating a visually enticing and client-friendly experience that drive sales and engagement.

WORK EXPERIENCE

Wesley Works Real Estate

Oct 2023-Current

Emmaus, PA

Marketing & Visual Designer

Implementing marketing and communication strategies daily. Creative design and direction, leading the development and execution of creative concepts, visual designs, and branding for the real estate company. Ensuring brand consistency and alignment with business objectives on all social media platforms and website. Working in collaboration with each realtor to coordinate marketing and communication plans for each property. Defining our go-to market communication platforms for the unique listing of luxury homes on the market for both agents and consumers. Working in conjunction with the leadership team, creating actionable timelines for each property, vetting, navigating, utilizing, and implementing marketing technology tools, including automation, content management systems, customer relationship management, project management, and tracking. Development of digital marketing and design principles, techniques, and industry-appropriate platforms/ tools. Responsible for all project scheduling, website design, image processing, client communications, image deliveries, print ready deliverables, email marketing, and other administrative and logistical tasks.

EVERWhite Whiteboards

Feb 2021-Oct 2023

Warminster, PA

Marketing & Visual Designer

Presented and curated designs and key deliverables to peers and executive level clients and stakeholders. Created over 1,000 digital assets for an extensive variety of clients, including , but not limited to: Amazon, Apple, Chicago Bulls, McDonalds, Porsche, SpaceX, Starbucks, and more. Collaborated with Marketing, PR, and social media teams to design graphics and efficient market research, boosting engagement by 22% Illustrated designs, concepts, sample layouts, and rough sketches of material, based on knowledge of layout and aesthetic design concepts. Developed graphics and layouts for product illustrations, logos, and websites mirroring client company brand style.

Made in Easton

June 2020-Jan 2021

Easton, PA

Graphic & Apparel Designer

Executively created and executed apparel graphics and design for the Made in Easton brand. Collaborated with local brands to promote the community-based and cultural aspect of Made in Easton. Designed and foundationally launched the Made in Easton website and consistently updated product and inventory. Curated and prepared graphic files for seamless transition to CMYK screen printing process.

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WORK EXPERIENCE

Freelance Visual Design

July 2016-Present

Visual Designer

Collaborated with clients to conceptualize and execute designs that met and exceeded their branding and communication goals. Created logos, marketing collateral, website design, apparel design, etc. to brands, business owners, restaurants, and other clients alike. Translated feedback and design revisions while adhering to project timelines to ensure full satisfaction and ahead of time/ on time delivery.

SKILLS AND QUALIFICATIONS

- Northampton Community College, Communications Design - New Media
 - Adobe Certified Professional in Adobe Illustrator and Photoshop
- Google Digital Marketing and E-commerce Certified - Grade Achieved: 90%
 - Highly skilled in the full Adobe Creative Suite
- Proficiency in Photoshop Skills Assessment – Ranking in top 5% quartile of 3.5M assessments administered
 - American Passport Holder