

Noah Banks

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Goal-oriented and self-motivated Strategic Communications graduate who completed a 4-year bachelor's degree in 3 years. Proven ability to effectively manage time by balancing working part-time, working at an internship, and being a full-time student. Skilled at setting clear objectives whether growing social media engagements, meeting deadlines or balancing multiple priorities. Also, as personal goal I was able to accomplish reaching the 1000lb club in weightlifting.

PROFESSIONAL SKILLS PROFILE

- **Dedication**
- **Adaptability**
- **Adobe Suite**
- **Communication**
- **Problem Solving**
- **Critical Thinking**

EDUCATION

Bachelor of Arts/Science (B.S.), Strategic Communications, Liberty University, Lynchburg, VA 5/2025

- **Relevant Coursework:** AD Team, Graphic Design, Public Relations Writing Course
- Completed bachelor's degree in 3 years

RELEVANT EXPERIENCE

Ad Team, AT&T, Lynchburg, VA 01/2025 - 04/2025

- Participated in a national marketing competition, developing a comprehensive campaign for AT&T
- Gained hands-on experience in market research, creative strategy, and campaign execution
- Applied strategic social media tactics to support brand objectives and engage target audiences effectively

Social Media Manager Intern, Proven Ministries, Lynchburg, VA 01/2025 - 04/2025

- Ran the X and Instagram accounts for the non-profit
- Learned how to brainstorm, create, and execute content strategies for a business
- Increased the profile's engagements by 100% through different marketing techniques

Social Media Manager Intern, Live Fast Motorsports, Charlotte, NC 10/2024

- Experienced the day-to-day operations of running a company's social media in a fast-paced environment
- Learned different tactics and strategies that are effective in the motorsports field
- Observed the collaboration between different social media managers across the field

ADDITIONAL EXPERIENCE

Front of House, Panda Express, Lynchburg, VA 08/2024 – Current

- Worked with customers daily. This helped in developing my people skills and conflict resolution.
- Was a reliable worker who management trusted to send to assist in training new employees at newly opened locations.

Maintenance, Riverview Country Club, Easton, PA 06/2022 - 08/2024

- Conducted golf course maintenance at a country club for three summers
- The job helped continue to develop my strong work ethic as the job required working in extreme conditions

Busser, Diner 248, Nazareth, PA 06/2019 – 12/2020

- Gained customer experience knowledge
- Worked on a team to accomplish goals every shift and keep customer satisfaction high

COMMUNITY ENGAGEMENT

Charity Event, Corey LaJoie's Kickball Klassic, Kannapolis, NC 10/2024

- Helped set up and tear down a charity event
- Worked with partners to help ensure their in-person marketing outreach was successful

Community Service, Liberty University, Lynchburg, VA 8/2022 – 5/2025

- Did +120hrs of community service over the course of my college experience

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

3rd Place in Districts, AAF national AD competition 04/2025
Dean's List