

Noush Isaac

Resume

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LinkedIn

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I'm a multi-skilled tech marketing leader who loves working collaboratively to build and grow exceptional, authentic brands and products that earn their place in people's hearts.

As a true all-rounder, I've worked across product, brand, content, and performance marketing; website design and management; and marketing design; as well as leading and managing event sponsorships and PR.

Key Skills and Experience

- Strategy, positioning, and messaging
- Ideal customer profiles and personas
- Product marketing
- Content marketing
- Brand marketing
- Performance marketing
- Growth experimentation and optimisation
- Website design and management
- Writing, editing, and proofreading
- Brand and marketing design
- Campaign development
- Audience research

Work History

Head of Marketing, SafeStack • Remote

August 2020 — Now

SafeStack is an online education platform that teaches software engineering teams to weave cyber security through everything they build. Starting from its initial New Zealand launch in 2020, SafeStack is now trusted by over 5,000 learners in 160 companies worldwide.

Since joining SafeStack as its first marketer, I've built the marketing function from scratch, including setting marketing strategy; establishing and delivering on product, brand, content, and performance marketing; designing and managing the marketing website; leading PR and event sponsorships; and writing and designing marketing materials.

Highlights

- Contributing to SafeStack's go-to-market plan by setting and delivering on a focused, effective marketing strategy to accelerate growth, including US market entry.
- Building SafeStack's product marketing function, including positioning, creating ideal customer profiles, identifying key value propositions, developing relevant messaging, and testing new ways to increase product adoption and usage.
- Establishing a unique and trusted brand voice that sets SafeStack apart from competitors, and leveraging thought leadership to create content that builds genuine connection with our audience across all channels.

Communications Manager, Figure.NZ • Remote

May 2017 — March 2020

Figure.NZ is a tech company with a mission of getting the people of New Zealand using public data to thrive.

I was involved in establishing and delivering on the marketing and communications function — including product marketing — with the goal of growing Figure.NZ's reach and engagement, and teaching New Zealanders from all backgrounds and education levels how to better understand their country through data.

Highlights

- Working cross-functionally to support creation, adoption, and ongoing usage of a web tool that resulted in over 6 million Figure.NZ chart views on New Zealand's leading news website, leading to more people seeing data in their day-to-day lives.
- Turning complex information into engaging, community-focused content for Figure.NZ's blog, social media, and other marketing and communications channels.

Work History

Various Roles, Kaibosh Food Rescue • Wellington, NZ

October 2012 — May 2017

Kaibosh is New Zealand's first food rescue organization, connecting people who don't have enough to eat with high-quality food that would otherwise end up in landfills, contributing to climate change.

Organizations like this run on community support, and my work here was integral to growing Kaibosh into an established and beloved local brand.

Marketing and Communications Manager

August 2016 — May 2017

Communications and Volunteer Manager

October 2013 — August 2016

Volunteer Coordinator

October 2012 — October 2013

Highlights

- Developing and running a multi-year marketing and fundraising campaign (Make a Meal in May) on a shoestring budget that significantly increased brand awareness and engagement, created a groundswell of community support, and tripled funds raised from year one to year five.
- Using digital marketing and communications channels to raise the profile of food rescue in New Zealand and build an engaged community of supporters around issues of food waste and food poverty.
- Redesigning and rewriting Kaibosh's website, incorporating SEO, mobile responsiveness, and an improved online donation experience.
- Growing a diverse and committed community of volunteers.

Please see my [website](#) or [LinkedIn profile](#) for my full work history.

Personal Attributes

- Creative, innovative, and purpose-driven thinker
 - Excellent communicator: written, verbal, and visual
 - Organised, methodical, and detail-oriented
 - Naturally friendly and collaborative working style
 - Comfortable working in a team and independently
 - Confident building strong, genuine relationships at all levels
 - Fast and resourceful learner
 - Flexible and happy to pitch in where needed
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Software and Platform Knowledge

- G Suite: Gmail, Meet, Drive, Docs, Sheets, Slides, Forms
 - WordPress and GitHub for website content management
 - HubSpot
 - Asana, Trello
 - Google Ads and Analytics (GA4)
 - Slack
 - LinkedIn and Twitter for brands
 - LinkedIn Campaign Manager
 - Mailchimp
 - Adobe and Affinity Suites
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Courses and Qualifications

- Building B2B Marketing with Emily Kramer (Maven)
- Graduate Certificate in Not for Profit Management (Unitec)
- Bachelor of Design — Visual Communication, First Class Honours (Massey University, Wellington)