

# Noush Isaac

## Résumé

### Email

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anoushkaisaac.com

I'm an experienced strategic and hands-on tech marketing leader who thrives on helping companies do well by doing good.

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.

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## 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
- Event sponsorship and management
- Website design and management
- Writing, editing, and proofreading
- Brand and marketing design
- PR and communications
- Campaign development
- Audience research
- Remote working

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## Work History

### Head of Marketing, SafeStack

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 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

- Setting and delivering on a focused and effective marketing strategy to accelerate SafeStack's growth.
- Establishing a unique and trusted brand voice that sets SafeStack apart from competitors and builds genuine connection with our audience.
- Leading SafeStack's successful first-time sponsorship of top-tier tech conferences, including RenderATL and QCon San Francisco.

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### Communications Manager, Figure.NZ

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, with the goal of growing Figure.NZ's reach and engagement, and teaching New Zealanders from all backgrounds and education levels how to see their country clearly through data.

### Highlights

- Using Google Ads to grow Figure.NZ's reach and communicate the value of public data for all New Zealanders.
- Turning complex information into engaging, community focused content for Figure.NZ's blog, social media, and other marketing and communications channels.
- Designing and creating easily understandable content for beginner level workshops, which aim to build participants' skills and confidence in using data in day-to-day life.

## Work History

### Various Roles, Kaibosh Food Rescue

October 2012 — May 2017

Kaibosh is New Zealand's first food rescue organisation.

Over the five years I worked here, my roles in marketing, communications, fundraising, and volunteer management were 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

- 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 mobile responsiveness, SEO, and an improved online donation experience.
- Growing a diverse and committed community of volunteers.

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## 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)
- LinkedIn and Twitter for brands
- LinkedIn Campaign Manager
- Mailchimp
- Adobe and Affinity Suites
- Slack

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## 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)