



# ISABEL NOONAN

Digital Production | Project Management  
Creative Design | Web Development

## CONTACT

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## PERSONAL STATEMENT

As an accomplished digital producer and project manager, I have a proven track record of collaborating with cross-functional teams to deliver effective solutions. I have 6 years of industry experience in various roles both within agencies and client-side, ranging from start-up businesses to global enterprises. This diverse background has equipped me with a skill set encompassing Digital Production, Project Management, Web Development, and Creative Design.

One of my greatest strengths is my keen eye for detail, ensuring the delivery of high-quality outcomes that push boundaries, which I've demonstrated on a global scale with key clients, including delivering the Formula1 official race day programme. I thrive in team environments and greatly enjoy working collaboratively to achieve shared goals.

I am a digital and tech professional dedicated to staying current with emerging technologies and industry trends, continuously learning and developing my skills, and leveraging my blend of technical and creative expertise alongside strong interpersonal skills to excel in any role.

## CLIENTS



## WORK EXPERIENCE

### Cotton On Group: Typo

Digital Producer | Jan 2022 - May 2023

- Manage the brand website globally (8 regions)
- Salesforce Marketing Cloud to develop responsive brand pages, product categories and interactive website components to brief.
- Salesforce Exact Target for production, proofing and scheduling of eDM content distributed to databases of millions. A/B testing and regular database segmenting to inform development.
- Weekly reporting using Google Analytics to identify key opportunities by tracking and analysing user activity, then presenting data to wider team.

SALESFORCE MARKETING CLOUD | GOOGLE ANALYTICS  
MONDAY | HTML, CSS, JS | ADOBE SUITE | FIGMA

### e-Mersion Media: Digital Publishing

Senior Digital Producer | Oct 2019 - Jan 2022

- Manage team of Junior Content Producers
- Project manage design process from pitch to delivery for key clients: Formula 1 Official Programme, Red Bulletin, Off The Rails, Robb Report.
- Pitch to prospective global clients with CEO + CDO
- Presenting advertising sales to brands and partners
- Planning distribution streams for key clients globally
- Deliver interactive digital magazines using bespoke immersive software.
- Shaping the product in early stages of development

CONTENTFUL | MONDAY | HTML, CSS, JS | JIRA  
ADOBE PREMIERE, PHOTOSHOP, INDESIGN

## WORK EXPERIENCE CONT.

### **Asahi Lifestyle Beverages**

Marketing & Design Graduate | 2019

### **Harper's Bazaar Australia**

Creative Work Experience | 2018

### **Page Up - HR Technology**

Graphic Designer | 2019

### **Simon de Winter Group**

Graphic Designer | 2018

## PROFESSIONAL SKILLS

**Web Development** HTML, CSS, JavaScript, jQuery, Bootstrap, Express.js, Node.js, MySQL, Git, and more

**Salesforce CRM** Marketing Cloud, Exact Target

**Adobe Suite** InDesign, Illustrator, Photoshop, Premiere, After Effects, Acrobat

**Content Management** Contentful CMS, Wordpress, Squarespace

**Task Management** Monday, Asana, Trello, Jira

**Office Suite and Google Suite**

## EDUCATION

### **Full Stack Flex Web Development**

Monash University Boot Camps | 2023

24-week Coding Boot Camp covering HTML5, CSS3, JavaScript, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, MongoDB, MySQL, Command Line, Git, and more.

### **Bachelor of Design (Communication)**

Swinburne University of Technology | 2015 - 2018

### **Victorian Certificate of Education**

Loreto Mandeville Hall, Toorak | 2014

## PROFESSIONAL DEVELOPMENT

*Presenting with Confidence* development course with National Institute of Dramatic Arts (NIDA)

Certificate in First Aid

## REFERENCES (UPON REQUEST)

Kate Stubbings, Cotton On Group, Typo, Senior Digital Producer

Lisa Saunders, Asahi Lifestyle Beverages, Former General Manager Marketing

Peter Margin, Asahi Lifestyle Beverages, Former Chairman/ Company Director

Michael Chmielewski, e-Mersion Media, Former Chief Digital Officer

## AVAILABILITY

I am seeking a role with Visa Sponsorship, and will be available for full-time employment commencing 14th August.