

Noy Mizrachi

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Objective - Creative professional blending brand strategy, content creation, and visual storytelling to craft compelling narratives and audience experiences.

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Professional Experience

Content Media and Video Editor Trainee, Sony Pictures Entertainment

Culver City, CA | May 2024 – Present

- Produce engaging training materials that simplify InfoSec topics for diverse audiences.
- Enhance training videos and interactive learning materials for the Training & Awareness Team.
- Oversee workflow tracking in Smartsheets, managing task coordination and digital asset organization.
- Lead branding for a cybersecurity superhero initiative, creating visuals, storytelling assets, and promo content.

Communications Designer, Philips

Cambridge, MA | Sep 2021 – Aug 2023

- Designed digital and print marketing assets for Amazon, social media, packaging, and retail displays.
- Increased campaign efficiency by 30% by streamlining content production workflows.
- Ensured consistency in branding, messaging, and user engagement across digital platforms.

Admissions Assistant, Harvard Graduate School of Design

Cambridge, MA | Sep 2020 – May 2021

- Managed event logistics, scheduling, and digital asset organization for admissions marketing efforts.
- Created presentation decks, signage, and promotional materials to support recruitment initiatives.
- Maintained workflow tracking and data organization using Excel to optimize team coordination.

Arts & Culture Intern, Harvard Ed Portal

Cambridge, MA | Sep 2022 – June 2023

- Coordinated arts programming and promotional campaigns, ensuring timely execution of events.
- Assisted in media content creation and organized digital materials for community outreach.

Education

Harvard University Graduate School of Design

Master in Design Studies with Distinction – Art, Design, and the Public Domain (2023)

University of Central Florida

BFA in Emerging Media – Graphic Design | Minor in Computer Science (2020)

Skills & Tools

Marketing & Branding

- Brand Strategy & Development
- Digital & Print Marketing Assets
- Consumer Engagement
- Social Media & Promo Campaigns

Creative & Content Development

- Adobe Creative Suite, Figma
- PowerPoint Deck Design
- Video Editing & Motion Graphics
- UI/UX Design Principles

Project & Asset Management

- Smartsheets, Excel, Miro
- Cross-Functional Collaboration
- Digital Asset Management & Structured Archiving