

KALLE NOBLE

Marketing Coordinator & Designer

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TECHNICAL SKILLS

Design & Video: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Firefly, Figma, Canva

Web & CMS: Wix, WordPress, LexBlog, WooCommerce, Shopify, Yoast SEO, Google Tag Manager

MarTech & CRM: Salesforce, Cvent, Guidebook, ActiveCampaign, Constant Contact, Nexl Engage

Analytics & Ops: Google Analytics (GA4), Google Ads, SEMrush, Microsoft Excel, Access, Zoom, ChatGPT

PROFESSIONAL EXPERIENCE

Senior Marketing Technology Coordinator (Brand, Design & Events)

Jun 2025 – Sep 2026

[Liebert Cassidy Whitmore](#)

Los Angeles, CA

- Rebuilt the firm's brand guidelines in three weeks while producing about 40 graphics a month, then built about 60 templates on the new brand in Canva and Adobe Creative Cloud.
- Designed Cvent registration sites for the LCW Annual Conference and FLSA Academy, plus the conference's Guidebook event app, save-the-dates, ads, signage, and brochure.
- Supported **\$37K+ in Practice Group webinar revenue** by producing about 12 webinars end to end, from Event Espresso registration and promo graphics to recordings and on-demand delivery.
- Contributed to a **41% YoY rise in publication click rate (1.86% to 2.63%)** through production, quality control, and reporting for six recurring client publications in InDesign and Issuu.
- Cut a three-newsletter production batch from about 16 hours to about 8 by turning writers' most common formatting errors into an AI checklist applied before layout; a teammate adopted it.

Digital Marketing Coordinator (Web, Email & Esports Events)

Jul 2024 – Jun 2025

[Living Advantage, Inc.](#)

Los Angeles, CA

- Increased **website traffic 44% and unique visitors 48%** by redesigning the Wix site, setting up SEO page by page for the first time, and publishing blog posts tied to trending topics.
- Raised email click-through 61% after redesigning the newsletter, whose design no one had owned before, and set up segmented email and SMS workflows in Salesforce, Wix, and SimpleTexting.
- Ran esports events at the youth center on PS4s and gaming PCs, livestreamed them on Twitch, managed the Discord server, and promoted them through social, SMS, and email.

Web Designer

Nov 2023 – Jul 2024

Communications Coordinator

Nov 2022 – Nov 2023

[Center for Human Rights and Constitutional Law](#)

Los Angeles, CA

- Reduced **bounce rate 29%** and grew monthly site traffic 15% in one year by leading redesigns of five websites (one co-designed) with clearer navigation, mobile layouts, and on-page SEO.
- Developed a brand strategy, social media manual, and reusable campaign templates in Adobe Illustrator, InDesign, and Canva; Instagram engagement grew 40%.

Brand & Web Designer

Oct 2020 – Nov 2023

[KN Studio](#)

Los Angeles, CA

- Launched a mobile-first, bilingual Wix site for an immigration law practice whose clients are about 60% Spanish-speaking; traffic rose 21% and mobile sessions 35% year over year.
- Led the website rebuild and social media for UCSB's Reel Loud film festival as it moved to a drive-in, and edited its video ad; the festival sold a **record 600+ carloads** and site traffic rose 82%.

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Communication, University of California, Santa Barbara • Technology Management Certificate