

PAM NOBLE

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www.pamnoble.com

SUMMARY OF QUALIFICATIONS

- Freelance business consultant providing creative business support services for 20+ years
- Creative, resourceful and detail-oriented administrative assistant with 20+ years of experience
- Excellent communication skills, able to work proactively with team members and customers
- Strategic-thinking advocate for process improvement, workflow efficiency, and increasing the bottom line

EDUCATION

- Portland State University, Portland, OR
BS in Marketing & Advertising Management awarded December 2019

EXPERIENCE

Creative:

- Wrote business marketing articles, ad copy, pillar content, and copy for inbound marketing activities
- Published department procedural books, marketing guides, training manuals, and numerous tutorials
- Designed/produced logos, marketing collateral, and product packaging
- Built numerous websites with integrated social media, surveys, e-commerce, newsletters, blog, and CRM

Marketing:

- Increased request for quotes by over 600% and improved sales close rate by 56% within 90 days
- Grew social media followers from 40 to 600+ within 90 days
- Created online and print product catalogs which included tiered products and packages
- Conducted marketing campaigns including social media, inbound, email, direct mail, loyalty program
- Improved SEO on numerous webpages
- Wrote/co-wrote business plans for 4 startups

Administrative & Managerial:

- Managed staff of 9 including hiring, training/coaching, scheduling, & annual reviews
- Assessed staff training needs then created an ongoing product training series
- Worked in team environments with productive relationships between members and other departments
- Interpreted guidelines, procedures, regulations, and practices then clearly relayed information to team

EMPLOYMENT HISTORY

1992-Present	Freelance Marketing Consultant		Minnesota & Oregon
2015-2016	Funeral Pre-Need Planner	Precoa	Tigard, OR
2004-2013	Claim Service Support	Country Financial	Salem, OR

SKILLS

Microsoft Office & G-Suite

Products Public

Speaking

Project Management

Canva, HootSuite, Buffer,

Plann, WordPress Digital

Media Storytelling