

Anthony Noel

- mail@anthony-noel.com
- 0176 7063 5663

- British/German Citizen
- Married, three children
- Kreuzberg, 10961 Berlin

An experienced marketing, design and creative professional with 18 years in a variety of senior roles within the design, graphic and creative fields.

I'm a proven self-starter and entrepreneur, equally assured working independently, in small, mixed-disciplinary teams, or within larger organisational hierarchies.

Currently available for contract, freelance or permanent positions.



Curriculum Vitae

Horizn Studios GmbH

CRM Manager

January 2019 – Nov 2019

Technical and systems/processes oriented role. Alongside regular CRM marketing and strategy functions such as campaign planning, concept development, customer journey planning and performance analysis, I have introduced production and inter-team collaboration efficiencies that have reduced approval flows by standardising key elements, and campaign deployment times by automating repetitive, manual tasks.

Monotype GmbH

Digital Commerce Marketing Manager

April 2017 – August 2018

Operation of Email Marketing Software: creating and maintaining HTML template code; building and maintaining efficient Production Workflows; testing and optimising code, content, layout/presentation and overall sending programme; designing, deploying and monitoring automated email journeys and touchpoints.

Email Marketing Strategy: performance Analysis and Reporting; working with Marketing Team colleagues on Content Strategy, Product Selection, Editorial Production using a mix of data- and analytics-driven methodology, and Subject Matter Expertise.

Customer segmentation and related data processing tasks: working with Data Analysts to identify Customer Personas; manipulating and working with data files.

Systems & Services administration: evaluating and deploying third party services or platforms; working with colleagues in other teams (UX/UI, Site Enablement) to identify and define work requirements.

Freelancing

February 2009 – March 2017

MyFonts Inc: Distributor and retailer of commercial fonts created by independent foundries and designers.

- Newsletter production, administration. Editorial & Content. Code & development.
- Sub-site production and content management for *webfonts.info* – a showcase of websites using the new @font-face web font rendering technology
- Inhouse graphic designer for MyFonts, creating conference collateral, advertising assets, corporate presentations. Oversaw production with various vendors in the US and Europe.

Sabbatical Year

Feb 2008 – Dec 2008

Independent, solo, overland travel through Europe, North Africa, Middle East, Indian Subcontinent, China and Russia

Katapult Limited

Senior Designer

July 2001 – Dec 2007

Founding member of a full service branding and graphic design agency, spun out of a graphic & audio/visual arts collective established with fellow students during my time at the University of Derby.

Education

University of Derby
Sept 1998 – July 2001

BA/Hons Photography and Time Based Media

Skillsets

Practice

Email Marketing: HTML frameworks, content and programme strategy, planning and implementation

Graphic Design: Desktop Publishing, Page Layout & Typography; Photo/Image Manipulation, Illustration & Artworking.

Art Direction: Concept & Creative Development

Photography: Chemical and Film-Based as well as Digital. Some familiarity with Darkroom and Studio practice.

Outsourcing & Subcontracting: Print Vendor Specification; Web Developer; Creative Professional Relations.

Writing: Commercial Copy; Tutorials; How-To; Blogging; Project Proposals

Software & Programming Languages

Adobe Creative Suite, particularly InDesign.

All modern and/or commonly used **Office** packages.

Functionally literate in **HTML**, **CSS**, some basic **PHP** and **JavaScript**, and the **Smarty** templating language.

Git & SVN Version Control.

Basic **Terminal**, **Shell Scripting** and **Commandline** tools.

Web Apps and Services, APIs etc; Email Marketing Software (**Campaign Monitor**, **SendGrid**, **Mailchimp**); Team & Project Management (**Asana**, **Trello**); Integration tools (**Zapier**, **IFTTT**).

Languages

German Language: B2/C1 (no certificate, self assessed). Social German, good enough to interact socially, participate in meetings, follow presentations, simple email/IM conversations, interact with officials in formal situations.

Contact

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