

Noah Hester

Digital Marketing Strategist

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📍 Missouri

| Open to Remote Opportunities

Strategic and results-driven digital marketing professional with 5+ years of experience leading cross-channel campaigns across social media, SEO, paid media, email, and content marketing. Known for developing data-backed strategies that elevate brand presence, drive engagement, and deliver measurable ROI. Skilled in collaborating across creative, technical, and leadership teams to align marketing efforts with business goals. Currently driving success for national B2B and B2C brands at Volume Nine through organic and paid social strategy, influencer campaigns, and performance analysis.

Experience

Digital Marketing Strategist

Dec. 2023 - Present

Volume Nine

- Owned digital strategy and execution for 7–9 clients across B2B, e-commerce, and lifestyle industries, managing multi-channel campaigns (social, SEO, email, content, paid).
- Increased LinkedIn engagement **388%**, followers **81%**, and impressions **174%** for a B2B client by developing a thought-leadership driven content strategy.
- Boosted Instagram impressions **70%** and engagement **142%** for a CPG brand, strengthening brand visibility and community loyalty.
- Managed social communities with **tens of thousands of followers**, driving consistent follower growth, retention, and engagement.
- Served as primary client contact, presenting performance reports, leading strategic discussions, and maintaining strong long-term relationships.
- Launched and managed paid campaigns on Meta and LinkedIn, **increasing CTR and decreasing CPC** through continuous optimization and data-driven targeting.
- Collaborated with design, content, SEO, and paid media teams to align messaging and execute cohesive, high-performing campaigns.
- Leveraged analytics and A/B testing to optimize strategies, identify growth opportunities, and deliver measurable ROI.
- Contributed to client retention and upsell opportunities by proactively identifying growth strategies and demonstrating ROI.

Marketing Specialist

Nov. 2021 - Dec. 2023

Eleven Point Marketing

- Led the development and execution of integrated digital marketing campaigns, aligning creative direction with client goals, brand messaging, and audience insights.
- Managed marketing strategy for multiple clients across industries such as e-commerce, retail, and lifestyle, overseeing social, paid, email, and content initiatives.
- Drove a Black Friday campaign that **tripled sales year-over-year** for a key client by optimizing creative, targeting, and timing strategies.
- Built and executed social media strategies across Facebook, Instagram, and LinkedIn, resulting in significant increases in engagement and digital growth.
- Oversaw the ad creation process end-to-end—collecting assets, verifying specs, implementing campaigns, and monitoring performance to deliver optimized results.
- Created and maintained detailed campaign calendars to ensure on-time delivery of all assets, maintaining exceptional accuracy and organization across deadlines.
- Collaborated directly with clients and internal creative teams to deliver strategic solutions that supported business objectives and enhanced brand visibility.
- Presented performance insights and recommendations to stakeholders, helping guide future strategy and strengthen long-term client partnerships.

Experience (cont.)

Digital Communications Manager

Springfield Area Chamber of Commerce

Sept. 2022 - Nov. 2023

- Spearheaded the Chamber's **comprehensive digital content strategy** across blogs, email communications, social media, podcasts, sponsorships, events, and advertising — aligning all messaging with organizational goals and audience engagement objectives.
- Managed communications reaching **1,500+ member businesses**, ensuring cohesive messaging and a strong digital presence across multiple channels.
- Led the production and distribution of digital newsletters and email campaigns, delivering timely, relevant, and high-impact communications to business and community leaders.
- Oversaw partnerships with **digital marketing, web, and content agencies**, directing strategies for drip campaigns, SEO improvements, and website development to support long-term growth.
- Collaborated with internal departments, executives, and community stakeholders to develop multimedia initiatives, including publication writing, video production, and podcast scripting.
- Provided **CMS oversight and project leadership**, ensuring content remained timely, accurate, and aligned with brand voice and communication priorities.
- Supported key Chamber initiatives and events with integrated campaigns that increased member engagement and strengthened the organization's community presence.

Communications Coordinator

Council of Churches of the Ozarks

Nov. 2021 - Sept. 2022

- Collaborated with internal teams, partner agencies, and community organizations to develop and execute multi-channel marketing campaigns that amplified awareness of the Council's programs and community impact.
- Managed the organization's digital presence across website, social media, and email marketing, strengthening donor and volunteer engagement, increasing event participation, and building long-term brand visibility.
- Designed and distributed monthly e-newsletters and print publications to share success stories, fundraising needs, and impact highlights with stakeholders and supporters.
- Coordinated production of key marketing and fundraising collateral, including the Annual Report, campaign appeals, and promotional materials for major community initiatives.
- Played a central role in planning and promoting fundraising and community events, overseeing creative direction for event announcements, invitations, programs, and signage to ensure a consistent and mission-aligned brand experience.
- Partnered with leadership to refine messaging that supported donor retention, volunteer growth, and community outreach goals across all communication platforms.

Education

Missouri State University - Bachelor of Science, Public Relations

2018-2021

- Certificate in Conflict and Dispute Resolution • GPA: 3.87 (Honors)

Core Skills

Strategy & Leadership

Digital Marketing Strategy • Brand Storytelling & Messaging • Influencer & Partnership Marketing • Campaign Development • Project Management & Collaboration • Event Marketing & Execution

Execution & Platforms

Paid & Organic Social Campaigns (Meta, LinkedIn, TikTok, Pinterest) • Content Planning & Creation (Canva, Adobe Suite, HeyOrca, Hootsuite) • Website & CMS Management (WordPress, Shopify, Squarespace, Wix) • Email & Automation Platforms (Mailchimp, Constant Contact, Klaviyo, HubSpot)

Analytics & Optimization

SEO & SEM Optimization • Performance Tracking (GA4, Sprout Social, ReportGarden) • A/B Testing & CRO • Marketing Analytics & Reporting • CRM Data Management