






NOAH ATHAS

CONTACT

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-  Cleveland, OH

EDUCATION

BBA: Marketing & Entrepreneurship

Loyola University of Chicago

SKILLS

End-to-End Creative Project Management
Cross-Functional Team Leadership
Go-to-Market Strategy
Client & Stakeholder Management
Brand Strategy & Storytelling
Event & Experiential Production

SOFTWARE

Figma
Adobe Creative Suite
Asana / Monday / Jira
Meta Ads Manager
Klaviyo / Mailchimp
Shopify / Wix / Wordpress

INDEPENDENT CONSULTING

Sunnyside Dispensaires
NoCap Labs
GILTYDREAM Events
Augmented Reality Co

PROFILE

Bridging the intersection between creativity and business, I help companies stand out by transforming creative ideas into profitable, results-driven deliverables.

WORK EXPERIENCE

Project Manager + Producer - Small Circle

Miami Beach, FL (Remote from Cleveland, OH) 11/2023 - Present

- Account Manager overseeing global creative operations and end-to-end marketing across a portfolio of client accounts, including a \$350M+ international CPG organization.
- Manage 100+ monthly deliverables across digital, web, branding, packaging, and campaign assets.
- Collaborate across a global team of 25+ spanning design, animation, and web development while managing client relationships and project delivery.
- Implemented standardized project tracking systems and reporting workflows to improve team visibility and deadline management.

Marketing Consultant - LAND Moto

Cleveland, OH 01/2026 - 5/2026

- Led the transition from Google to Meta ad campaigns, driving a 63% increase in site traffic over four months.
- Established LAND's first customer persona framework, aligning marketing, content, and sales initiatives around clearly defined target audiences.

Creative Producer - Cresco Labs

Chicago, IL 04/2022 - 06/2023

- Oversaw all creative production initiatives for the leading national cannabis company and its seven sub-brands.
- Facilitated a \$250,000 quarterly production budget, executing 5-7 targeted marketing initiatives monthly.
- Played a pivotal role in reshaping the 'Good News' brand identity, propelling it to Cresco's top-performing brand in 2022.
- Managed end-to-end production operations, encompassing budgeting, talent acquisition, invoicing, legal compliance, location scouting and subcontracting.

Co-Founder - Kismet Studio Chicago

Chicago, IL 09/2021 - 11/2022

- Built, launched, and opened live event space from idea to execution in three months.
- Successfully hosted 60 profitable live events during Kismet's six-month pop-up.
- Led and trained a team of eight interns, overseeing daily business operations and marketing initiatives.

Private Client Associate - Stadium Goods

Chicago, IL 05/2021 - 04/2022

- Developed and maintained a global book of 260+ clients, generating \$300K-\$450K in quarterly sales revenue.
- Planned and executed marketing initiatives, including early-access reservations and private launch events, growing the Private Client Program to more than 1,500 members.
- Expanded brand partnerships with Complex, Bape, Aglet, Velocity Black, Soho House, and Farfetch.

Sales & Marketing Specialist - Round Two

Chicago, IL 08/2019 - 01/2021

- Produced and planned social media content, achieving an organic 50,000-follower growth on Instagram within six months.
- Leveraged strong interpersonal skills to generate \$8,000 - \$25,000 in daily store revenue.
- Assisted production of Round Two YouTube show, consistently achieving over 500k views per episode.

Product Marketing Intern - BMW of North America

Chicago, IL 5/2019 - 08/2019

- Managed logistics for local BMW/MINI brand partnerships and events, including J.Crew, Life Time Fitness, and MINI Challenge.
- Collaborated with Central Region MINI on Tier 2 digital sales marketing, effectively achieving company-set monthly vehicle sales targets.