






# NOAH ATHAS

## CONTACT

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-  Miami, FL

## EDUCATION

**BBA: Marketing & Entrepreneurship**

**Loyola University of Chicago**

Study Abroad: Ho Chi Minh City, Vietnam

## SKILLS

### Operational & Leadership

Project Management

Budget Management

B2B Sales

Client Relations

Team Management

International Business

### Creative & Strategic

Brand Strategy

Creative Production

B2C Marketing

Event + Trade Show Production

## PROFILE

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

## WORK EXPERIENCE

### Project Manager + Producer - Small Circle

Miami Beach, FL

11/2023 - Present

- Lead design, animation and development teams while managing client relationships to ensure seamless collaboration between stakeholders and project goals.
- Oversee project planning, talent coordination, and timeline management for 100+ deliverables monthly.
- Specialize in creative management for CPG companies, translating brand visions into revenue-generating strategies and deliverables.

### Co-Founder - NoCap Labs

Chicago, IL

02/2023 - 11/2024

- Led the development and launch of Nightcap, NoCap Labs' first supplement, designed to enhance post-drinking recovery.
- Oversaw all aspects of business strategy, including marketing campaigns, partnerships, and new distribution outreach.

### Creative Producer - Cresco Labs

Chicago, IL

04/2022 - 06/2023

- Oversaw creative production for the leading national cannabis company and its seven sub-brands.
- Managed 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 with \$20k investment.
- Successfully hosted 60 profitable live events during Kismet's six-month pop-up.
- Managed and trained a team of eight interns in executing daily business and marketing tasks.

### Private Client Associate - Stadium Goods

Chicago, IL

05/2021 - 04/2022

- Managed personal book of 260+ clients worldwide, resulting in quarterly net sales of \$300-450k.
- Planned and executed marketing strategies, including weekly newsletters, release reservations, and private launch events to grow Private Client Program.
- 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.
- Used strong interpersonal skills to drive daily store sales of \$8,000-\$25,000.
- Assisted production of Round Two YouTube show, consistently achieving over 1 million 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.