

NOELLE SALUAN

MARKETING
PROFESSIONAL

EDUCATION

JOHN CARROLL UNIVERSITY,
2014- 2018 | Bachelor of Arts in Communications

EXPERIENCE

CLEVELAND CLINIC
MARKETING ASSOCIATE | MAR 2019 - PRESENT

- Oversee marketing initiatives for the Women's Health Institute and Respiratory Institute
- Gather YOY data to develop yearly marketing plans in the areas of social media, sponsorships, content creation, and campaign planning
- Manage the overall financial and administrative needs of the team including conducting research for plan creation, maintaining a budget tracker, and processing of invoices
- Create physician and consumer facing marketing materials, including fact sheets, key messages/messaging documents, and patient education booklets
- Collaborate with social media and data science teams to structure targeted social media campaigns based on market need and interest

VIVID FRONT, LLC
MARKETING AND ACCOUNT COORDINATOR | JUN 2018 - MAR 2019

- Optimize and manage paid campaigns using Facebook Ads Manager and LinkedIn Campaign Manager
- Compile monthly marketing reports for clients consisting of organic, traditional, and paid marketing efforts
- Curate call agendas based on client initiatives and record and distribute call notes to internal team and clients to assist in project management
- Develop and maintain relationships with clients

VIVID FRONT, LLC
MARKETING AND ACCOUNT INTERN | JAN 2018 - JUN 2018

- Curate targeted blog posts and press releases for clients
- Analyze SEO keywords to create relevant meta descriptions for clients' websites
- Create and utilize UTM tracking parameters for paid social campaigns and organic traffic

HELLO, LLC: AN ENGAGEMENT AGENCY
MARKETING AND COMMUNICATION INTERN | FEB 2017 - DEC 2017

- Effectively research lifestyle, fashion, and beauty trends to create multiple monthly content calendars for various clients
- Proficient in managing multiple social media channels for clients
- Collaborate with team members to structure engaging and detailed pitch decks

CAMPUS INVOLVEMENT

THE CARROLL NEWS
OPINION AND EDITORIAL EDITOR | NOV 2014 - FEB 2017

- Collaborate with editorial team to assess grammatical and structural edits and manage deadlines efficiently
- Contribute weekly editorials for publication

CONTACT

330.523.9469
saluan.noelle@gmail.com
<https://www.linkedin.com/in/noelle-saluan/>