

NOELLE WEBER ART DIRECTOR

SKILLS AND RESPONSIBILITIES

- Design and art direction for six magazines. Focus on national and international readership when developing concepts, creating art and commissioning illustrations.
- Management of a design team. Corresponding with clients, interpreting client feedback, relaying feedback to the team and monitoring the designers' daily tasks and workload.
- Weekly training sessions to teach clients how to use design, web, and marketing software; InDesign (InCopy), HubSpot (marketing software) and WordPress.
- Monthly reporting on analytics from marketing platform HubSpot. Reporting on sales and membership increases and decreases. Advising on adjustments and strategies to increase revenue and membership.
- Maintain and update WordPress websites for several clients.

RECENTLY COMPLETED PROJECTS

- Redesign for Rails-to-Trails Conservancy Magazine: Directed team in redesign of magazine. Spearheaded the overall design and built template and style guides.
- Created design and template for 80-page "Renewable Chemical Companies" brochure for Bio Industrial Organization (BIO).
- Managed inbound marketing projects for the National Society of Wholesale -Distributors (NAW). Provided marketing and inbound strategies for the Publications, and Roundtable/Events (member services) departments. Developed campaigns for email, web, and social media. Helped streamline and measure membership and event interest and enrollment.
- Redesigned the National Society of Professional Engineers (NSPE) logo. Subsequent brand rollout; style guide, web logos, state and chapter logos, university logos, website banners, social media graphics etc.

EXPERIENCE

ART DIRECTOR

Bussolati, Washington, D.C.
October 2011 - Present
See above

DESIGNER

National Geographic Book Division,
Washington, D.C.
February 2011 - October 2011
Assisted with the production of page layouts, book covers and illustrations.

WEB DESIGNER

Open International, Arlington, V.A.
April 2011 - May 2011
Worked in a team to design and code a website for this non-profit organization to improve its web presence and generate more donations for its school in Senegal, Africa.

FREELANCE DESIGNER

Morton Fine Art
ARTSEEDGE - The Kennedy Center's Arts Education Network
National Geographic - book division
Jean Efron Art Consultants LLC
Corcoran College of Art + Design

EXPERTISE

ADOBE DESIGN SUITE

InDesign, Illustrator, Photoshop, Dreamweaver, Acrobat

MICROSOFT OFFICE SUITE

Word, Excel, PowerPoint

Email marketing:

Real Magnet (Magnet Mail), iContact, Lyris, MailChimp, HubSpot

HubSpot (marketing and sales software)

iBooks Author

HTML/CSS

Prepress and color management

Printmaking: Lithography, Etching, Woodblock, Photogravure

EDUCATION

HubSpot
Inbound Marketing Certificate
2016

Center for Digital Imaging Arts at Boston University, Washington, D.C.
Graphic and Web Design Certificate
May 2011

Alfred University, Alfred, N.Y.
Fine Art and Graphic Design
Bachelor of Fine Art
May 2004



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MY
WORK
HERE**

