



Strategic creative leader with a proven record of developing engaging and targeted consumer experiences in both digital and traditional media. Experienced in all core marketing channels with strengths in cross-platform design and advertising, branding and brand positioning. Excels at creative concept development and inspiring creative teams to produce memorable, award-winning work.

# ALICIA NOACK

AWARD-WINNING CREATIVE DIRECTOR

## CONTACT



### Name

Alicia Noack



### Phone

281-414-7349



### Location

Austin, Texas



### Email

anoack@noackdesign.com



### Website

alicianoack.com

## AREAS OF EXPERTISE

- ▶ Creative direction
- ▶ Creative strategy
- ▶ Brand development
- ▶ Team management and leadership
- ▶ Marketing strategy and creative development
- ▶ Project management
- ▶ Cross-platform, user centered design
- ▶ Vendor management
- ▶ Creative presentation
- ▶ Resource allocation
- ▶ User experience
- ▶ Art direction

## PROFESSIONAL EXPERIENCE

05/2016 - Present

### Guadalupe Valley Electric Cooperative – Creative Director

Team lead for the communications and marketing department helping guide the GVEC marketing team through the creative process in planning, building, implementing and monitoring messaging and materials necessary to meet the creative and marketing needs of GVEC and its subsidiary companies. Directly responsible for planning, producing and monitoring quality online, digital, print and broadcast marketing and promotional materials while maintaining the company's brand standards, ensuring creative deadlines are met as well as the consistency and accuracy of messaging are delivered. Responsible for the department's team building activities, team communication and morale.

- ▶ Mentor marketing and creative staff through complex cross-platform issues monitoring brand and quality standards, deadlines, budget and best practices.
- ▶ Oversee direction and design of all digital and print platforms for the Cooperative and subsidiaries, including website, social media, print collateral, broadcast and other channels.
- ▶ Monitor and oversee graphic and brand standards for brand consistency throughout the Cooperative and its subsidiaries.
- ▶ Oversee content and provide art direction, disbursement, approval and delivery of many projects at once through various channels for internal and external audiences.
- ▶ Manage the creative staff of designers, copywriters and digital designers to provide visually appealing, accurate and timely content and information cross-platform.
- ▶ Direct strategy and graphic design for comprehensive and multi-platform advertising and communications campaigns.

03/2013 - 10/2015

### Blue Matrix Labs, LLC – Creative Director

Creative Director for an innovation company dedicated to product design, development and marketing. Crafted the brand standards and developed the visual aesthetics and brand voice for three CPG brands which were launched to mass market retailers all within two years.

- ▶ Implemented best practices to drive vision and strategy for brands as they launched to market.
- ▶ Led and managed national cross-platform design and advertising projects.
- ▶ Increased brand awareness nationally by developing and launching a TV commercial.
- ▶ Oversaw all design, cost management and translation for retail packaging which was distributed to hundreds of major retailers and millions of customers worldwide.
- ▶ Played a key role in growing each corporate brand and drove strategy and execution to plan and optimize marketing spend.
- ▶ Gained insight through analytics to expand the brands and developed strategic and tactical ideas that were translated into marketing road maps for improved campaign performance for both digital and traditional media.



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## SPECIAL SKILLS

Speaks, reads and writes  
Spanish fluently

## AWARDS

Widely recognized in the  
industry with many awards

- ▶ ADDY Awards
- ▶ Art Directors Club of Houston Awards
- ▶ Summit Creative Awards
- ▶ Employment Management Association Creative Excellence Awards
- ▶ American Association of Port Authorities Communications Competition Awards
- ▶ Beverage World Global Packaging Design Awards

07/2008 – 03/2013

### Hadfield Communications – Creative Director

Managed every aspect of the creative process for a full service ad agency. Responsible for the day-to-day communication with clients, managing budgets, estimating, hiring staff and outside talent as well as creating and developing award-winning work.

- ▶ Responsible for developing all creative strategy and direction, art directing photo shoots and overseeing copywriting for all agency projects for both digital and traditional media.
- ▶ Oversaw the production of a monthly publication for a major supermarket chain.
- ▶ Clients included Spec's Liquors, Fiesta Mart and Sysco Foods.

02/2007 – 07/2008

### URI Publications – Art Director

Art Director and designer for the in-flight monthly magazine for ExpressJet Airlines.

- ▶ The 36-page plus cover magazine was designed and produced monthly.
- ▶ Responsible for conceptualizing custom spreads, designing layouts and doing the production.
- ▶ Oversaw and approved printer proofs and printing process.
- ▶ Worked with copywriter to edit and proof read publication for accuracy.

02/2004 – 02/2007

### Freelance/Contract

Worked on a contract basis concentrating on full-service ad agencies taking overflow work and acting as an extension of their creative department. Projects ranged from conceptualizing and designing marketing campaigns to helping design materials for agency pitches to designing and producing collateral materials as needed.

- ▶ Designed and produced a 32-page plus cover quarterly magazine for a major oil service company based in Oslo. Magazine distribution was worldwide.
- ▶ Lead art director for Silestone (the original quartz countertops), The Woodlands and Firethorne (two of Houston's leading master planned communities).

11/1999 – 02/2004

### Gilbreath Communications, Inc. – Creative Director

Head of the creative department for a full service ad agency. Duties included managing every aspect of the creative process including participating in new business meetings, bid proposal oral presentations, client meetings and presentations and creative conceiving meetings.

- ▶ Developed department budgets and estimated every creative job.
- ▶ Established timelines and managed flow of work for a fast-paced department.
- ▶ Managed concept development, art direction, design, copywriting, delegation and oversight of multiple projects. Oversaw final client billing.
- ▶ Implemented quality control measures for job accuracy and on-time, on-budget delivery.
- ▶ Directly responsible for the hiring and managing of all creative staff as well as freelance talent.
- ▶ Expanded design department from one person to four people including a senior designer, a designer and a copywriter.
- ▶ Projects included award-winning national ad campaigns, TV commercials, radio spots, corporate branding campaigns, website design, collateral, tradeshow, outdoor and annual reports.
- ▶ Partial client list included Shell Oil Corp., Marathon Oil, METRO, The Port of Houston Authority, The WorkSource and ConAgra Foods.



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03/1998 – 05/1999

### **Savage Brands** – Designer/Production Artist

Worked with Art Director in design and production. Very detail oriented position with such responsibilities as creating templates for an array of projects including large annual reports. Responsible for setting up files for printing, formulating specs for print quotes, proofreading, approving proofs, coordinating with printer throughout the printing process and press checking.

10/1997 – 03/1998

### **PricewaterhouseCoopers, LLP** – Graphic Designer

Conceptualized and designed corporate literature including proposals, brochures, ads, invitations, collateral for seminars and special events as well as a wide array of projects related to marketing. Responsible for designing and producing visual presentations in conjunction with print materials as leave behinds for seminars and presentations.

08/1992 – 10/1997

### **Serv-Tech, Inc.** – Art Director

As head of the in-house graphic design department for a major publicly held company, responsibilities included conceptualizing, designing, doing the production and overseeing the printing on all corporate communications materials including annual reports, brochures, newsletters and quarterly reports, among others. Developed and implemented the budgets for the department and all projects. Selected and supervised freelance artists, designers, writers and photographers as well as art directed on location photo shoots.

## EDUCATION

BFA, Graphic Communications

Minor, Art History

University of Houston