

# Melissa Noble

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## Experience

**Weber Shandwick, Associate Creative Director**  
05/22 – 02/24

Led creative teams through the ideation and execution of organic, paid and earned social campaigns.

**Clients:** General Motors, Chevrolet

**Freelance Associate Creative Director**  
01/2021 – 05/2022

Helped win new business, created digital, print and social executions, including viral TikTok campaigns.

**Clients:** PNC Bank, Garnier, GM, It Cosmetics, Hanes, FitVine Wine

**Group SJR, Associate Creative Director**  
04/2018 – 01/2021

Oversaw, created and helped define social tone and presence across all platforms. Conceived, sold in and brought to life social-first campaigns.

**Clients:** ExxonMobil, Aetna, Twitter, Spotify

**Porter Novelli, Freelance Senior Copywriter**  
10/2017 – 04/2018

Generated and presented traditional, social, stunt and experiential concepts.

**Clients:** CARE.org, Panasonic, T-Mobile

**Edelman, Senior Copywriter**  
07/2015 – 06/2017

Wrote and owned all social copy for daily content calendars and campaigns, along with digital, OOH and print.

**Clients:** Comcast, Girl Rising, iRobot, eBay

**360i, Senior Copywriter**  
09/2014 – 06/2015

Wrote, presented and brought to life social and digital concepts. Helped co-create new tone of voice for Fisher-Price's social channels.

**Clients:** Fisher-Price, Nestlé Waters, Enterprise Rent-A-Car, Coffee-Mate, Fanta

**Iris Worldwide, Copywriter**  
02/2013 – 06/2014

Wrote, presented and brought to life social and digital concepts.

**Clients:** Air Wick, Veet, Durex, Finish Dishwashing, Rimmel London

## Awards

D&AD Impact: '62 Million Girls', Wooden Pencil  
The One Show: '62 Million Girls', Merit  
Shorty: '62 Million Girls', Best in Non-Profit, Best Use of Hashtag Content  
Market Awards: School of ExxonMobil, Best Short Form Video Finalist

## Education

Virginia Commonwealth University Richmond, VA  
Bachelor of Science: Communications, minor in psychology