

KALLE NOBLE

Marketing Technology & Creative • KalleNoble@gmail.com • (323) 336-1968 • [LinkedIn](#) • [Portfolio](#) • Los Angeles

TECHNICAL SKILLS

MarTech & CRM: Salesforce, HubSpot, CVENT, Airtable, Mailchimp, Constant Contact, Hootsuite, Meta Business

Design & Web CMS: Figma, Adobe CC (InDesign, Photoshop, Illustrator), Canva, Wix, WordPress, LexBlog, Elementor

Analytics & Search: Google Analytics, Google Ads, Google Tag Manager, SEMrush, Ahrefs, Issuu Analytics

Productivity & Ops: MS Office (Excel, Access, Word, PowerPoint), Trello, Zoom, Vimeo

PROFESSIONAL EXPERIENCE

Senior Marketing Technology Coordinator

Jun 2025 – Present

[Liebert Cassidy Whitmore](#)

Los Angeles, CA

- **Increased On-Demand fees collected by 92.1% YoY** and **vouchers by 34.9%** by redesigning quarterly usage reviews, billing follow-ups, and mail-merge templates using Excel, Access, and Nexl.
- **Supported \$37K+ in Practice Group webinar revenue** by coordinating attorney presentation materials, attendee communications, and post-event workflows across WordPress, CVENT, and Vimeo.
- **Improved publication click rates by 41% YoY** and **click/download rates by 28%** by managing recurring newsletter production workflows in Issuu and LexBlog/WordPress to drive client engagement.
- **Generated +87.9% higher comment volume** and **+68.4% comments per 1k impressions** on firm channels by designing brand-governed social assets and virtual backgrounds in Adobe CC and Figma.

Web Design Consultant

Jun 2024 – Present

Marketing Coordinator

Nov 2022 – Jun 2022

[Center for Human Rights and Constitutional Law \(CHRCL\)](#)

Los Angeles, CA

- **Reduced bounce rates by 29%** and **boosted monthly web traffic by 15%** through a website redesign across five digital legal properties, using Wix, Figma, and Google Analytics.
- **Increased email open rates by 39%** and **conversions by 36%** by developing automated user sequences, persona segmentation, and A/B testing in Constant Contact, Salesforce, and Google Ads.
- **Boosted digital engagement by 40%** by authoring a comprehensive brand strategy and content style guide using Adobe Illustrator, InDesign, and Canva to standardize multi-channel messaging.

Digital Marketing Coordinator

Jul 2024 – Jun 2025

[Living Advantage, Inc.](#)

Los Angeles, CA

- **Accelerated website traffic by 44%** and **unique visitors by 48%** by executing a full website overhaul and search strategy using Google Ads, Google Analytics, and Wix.
- **Saved 10+ administrative hours monthly while doubling email CTR** by building automated SMS/email conversion funnels in Salesforce and Mailchimp to streamline communications.

Web Design Consultant

Jun 2023 – Jan 2025

[Antonia Reyes Law PLC](#)

Los Angeles, CA

- **Expanded organic web traffic by 21%** and **mobile sessions by 35%** by launching a mobile-first, bilingual website using Wix, Figma, and Google Analytics to improve client acquisition.

EDUCATION & CERTIFICATIONS

Google Analytics Individual Qualification • HubSpot Content & Inbound Marketing • Hootsuite Social Marketing •

Google Digital Garage: Fundamentals of Digital Marketing • Microsoft Advertising Certified • 15+

Bachelor of Arts, Communication, University of California, Santa Barbara