

# Noor Gabrial

Communications & Design

## Professional Summary

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I am a passionate individual with a real affinity towards social media strategies that connect, creative marketing and strong design. My unique blend of professional experience, interests and community work has equipped me with the skills needed to manage tasks, expectations and people, while delivering consistently improving results.

## Academic Background

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MONASH UNIVERSITY      Bachelors of Business (Marketing & Management)      2015 - 2018

## Professional Experience

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WEB & GRAPHIC DESIGNER/CREATIVE DIRECTOR, 67KEYS      Oct 2023 - Present

Founder and creative director providing web design, e-commerce and graphic design services to support and help grow businesses predominantly in Melbourne.

- Development and execution of 20+ brand identities.
- Front-end development and customisation of 15+ WordPress and 10 Shopify websites to support clients by giving them a competitive edge in the digital space, with a 120% average increase of clicks.
- Project management of multiple initiatives across different clients and their respective stakeholders to ensure high standard of delivery to all clients.
- Expert operator and daily use of Adobe Creative Cloud (primarily Illustrator and Photoshop) to create fresh, compelling and engaging content.
- Clear communication of rationale for creative decisions to stakeholders, and effectively managing client expectations.
- Upkeep and maintenance of client assets, websites and social media channels. On average social media accounts grew by 250% by curating content that was channel specific (Facebook, TikTok, Instagram, LinkedIn), whilst staying true to client's brand identity.

## Professional Experience

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### SOCIAL MEDIA MANAGER, THE DISRUPTION ENT.

May 2019 - Present

Social media strategy, in addition to set production and direction, for a multi-channel pop culture podcast targeting young adults and producing weekly episodes and daily social media content. Content has organically generated over 40,000 followers and 12 million views.

- Production of over 250 episodes over five years, and subsequent short-form content for each episode, to disseminate on social media channels
- Overseeing of storyboard process for episode clips
- Development and implementation of brand guidelines to be accurately displayed and maintained on all executed material
- Thorough research and topic development for the purpose of ensuring episodes are engaging and easily condensed into short-form content
- Successfully interviewed 80+ individuals from diverse backgrounds

### MARKETING MANAGER, AZUL DIGITAL

Nov 2020 - Oct 2023

Diverse stakeholder management ranging from various industries such as; Hospitality, eCommerce, Health, Trade, and more.

- Creation & Development of websites from wireframe stage through to project completion.
- Strategising and curation of effective social media channel branding and campaigns by working with client to understand key goals. Most notably Billion Ballers' instagram campaign led to 400% uplift in clicks.
- Leading collaboration and involvement in over 50 website builds. Most notably LMCT+ (UX enhanced on main site to convey information appropriately), and lead designer on Billion Ballers (achieving target of 100 users purchasing \$100 memberships in first 3 months).
- Managing client relations and expectations by ensuring that all work, including work with other designers, met strict deadlines to ensure client business success.
- Managing external contractors required for specific services to meet client needs.

## References

## Portfolio

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Joe Galletta  
Lead Designer - Azul Digital

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[thegabrial.com/portfolio](https://thegabrial.com/portfolio)

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