

Noah Albers

MARKETING CAMPAIGNS | CONTENT | PROJECT COORDINATION

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PROFESSIONAL SUMMARY

Marketing and business development professional with experience in graphic design, copywriting, digital content, advertising partnerships, and member communications. Combines hands-on marketing execution and performance reporting with project coordination, client service, and nonprofit leadership. Extensive experience with Adobe design tools and Microsoft Office. Built a digital marketing strategy that increased inbound lead volume 60-fold within one year at Advanced Collection Bureau.

CORE SKILLS

Marketing planning and execution; copywriting and editing; editorial calendars; website and social content; brand messaging; marketing performance reporting; project coordination; client and stakeholder relationships; member communications; team leadership; budget planning and financial reporting.

Adobe Creative Suite: extensive graphic-design experience with InDesign, Illustrator, and Photoshop; ongoing use of Acrobat. Microsoft Office: extensive experience with Word, Excel, PowerPoint, and Outlook.

PROFESSIONAL EXPERIENCE

Director of Business Development & Marketing | [Advanced Collection Bureau](#)

February 2025 - Present | Cape Canaveral, FL

- Lead marketing, branding, and business development; developed the digital marketing strategy that increased inbound lead volume 60-fold within one year.
- Manage a research-driven editorial calendar and create educational website content, social posts, guides, and sales materials that explain debt-recovery services and customer questions.
- Rebuilt the company website and developed 15 interactive calculators and document generators to support organic discovery and lead generation.
- Built a custom CRM with lead qualification, scoring, and real-time reporting, connecting marketing inquiries with sales follow-up and client onboarding.

Growth Division Leader | [The Ad Leaf Marketing Firm](#)

November 2024 - March 2025 | Melbourne, FL

- Led a client-focused growth team, improving workflows and CRM processes to support delivery and operational efficiency.
- Hired and trained team members, led planning meetings, and maintained performance reports to support client success and team accountability.

Business Development Manager | [Advanced Collection Bureau](#)

March 2024 - November 2024 | Cape Canaveral, FL

- Created sales guides, case studies, website copy, and marketing materials to explain services and support business development across multiple customer segments.
- Managed CRM processes and improved client intake and onboarding while coordinating marketing, branding, and sales-enablement work.

PROFESSIONAL EXPERIENCE CONTINUED

Senior Account Executive | **The Davis Media Company**

September 2022 - March 2024 | Toronto, ON

- Managed publication and advertising partnerships, maintaining client relationships and supporting revenue growth.
- Developed and executed marketing strategies with associations and stakeholders to strengthen brand visibility and audience engagement.
- Coordinated client communication, negotiated partnerships, and collaborated across teams to support consistent service.

Executive Director | **Sudbury Indoor Tennis Centre**

June 2019 - September 2022 | Sudbury, ON

- Managed member communications, newsletters, and program coordination alongside daily operations, staffing, and marketing.
- Led strategic and capital planning, hired and trained staff, and introduced workflows to improve staff efficiency and member service.
- Presented financial reports and operational updates to the board, supporting budget oversight and organizational priorities.

Office Manager | **Sudbury Indoor Tennis Centre**

April 2018 - June 2019 | Sudbury, ON

- Coordinated administrative work and staff training, improved workflows, and prepared reports for management and the board.

Science Demonstrator | **Science North**

January 2012 - February 2022 | Sudbury, ON

- Delivered public demonstrations, school programs, and workshops, translating complex scientific topics into clear, engaging explanations for varied audiences.

EDUCATION AND RELEVANT CERTIFICATIONS

Associate in Arts, in progress | **Eastern Florida State College**

Expected December 2026 | Melbourne, FL

Pathway to UCF Aerospace Engineering.

Google Ads certifications; Google Analytics Certification; Meta Certified Digital Marketer; Webflow 101 Certification.

Additional technical experience: Webflow, HTML/CSS, CMS APIs, custom CRM development, and content publishing automation.

COMMUNITY INVOLVEMENT

Program Volunteer | **Daily Bread** | May 2024 - Present

Support the Fresh Start team with hygiene items, clothing, mail, and shower services in Melbourne.

Director of Finance (Volunteer) | **Independent Living Sudbury Manitoulin**

November 2021 - November 2022 | Sudbury, ON

Oversaw budgets and financial planning, working with bookkeepers and accountants to support organizational goals.