

NOAH RASHBA

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Professional Experience

ASSOCIATE CREATIVE DIRECTOR / SENIOR PRODUCER, CREATIVE MARKETING | PARAMOUNT+ | 2022-2024

- Spearheaded 12+ multi-channel 360° marketing campaigns, drove creative strategy and execution across trailers, TV spots, key art, promos, social ads, and podcast/audio assets that fueled 20M+ new subscribers.
- Supervised project-based cross-functional teams (up to 8 staff) while inventing and refining scalable workflows for streamlined delivery and communication in a fast-paced startup environment.
- Optimized go-to-market programs by integrating real-time analytics, media data, and stakeholder insights into new and existing creative materials, improving acquisition and retention performance.
- Developed creative briefs and oversaw end-to-end production of marketing assets with internal teams and external agencies, adapting to budgets from lean campaigns to major tentpole initiatives.
- Collaborated with external partners on joint marketing initiatives, including CRM and lifecycle campaigns, ensuring brand alignment, objectives and deliverables were met for all parties.
- Aligned with senior leadership, producers, filmmakers and talent to secure asset approvals.

Top Campaigns: *Grease: Rise of the Pink Ladies, Love In Taipei, School Spirits, Seal Team, iCarly, Skymed.*

MANAGER, CREATIVE ADVERTISING | WALT DISNEY STUDIOS | 2018-2022

- Developed and executed creative strategies and A/V (trailers, TV, digital, audio) for 13+ theatrical and streaming releases, contributing to \$3B+ global box office and 130M+ Disney+ subscribers.
- Trained, co-managed and mentored 2 full-time employees, supporting team growth and development.
- Managed campaign budgets from \$50K to \$2M+, aligning creative scope with marketing objectives.
- Led finishing (post-production operations) of creative advertising materials for TV and digital campaigns.
- Translated audience research and data insights into actionable creative solutions for marketing strategy.
- Collaborated with internal teams on publicity, in-theater, synergy, accolade, and media initiatives, while overseeing high-volume asset delivery between agencies, stakeholders, and filmmakers.

Top Campaigns: *The Lion King, The Mandalorian, Mulan, Cruella, Star Wars: Visions, Aladdin, Jungle Cruise.*

COORDINATOR, CREATIVE ADVERTISING | 20TH CENTURY FOX | 2017-2018

- Supported creative campaigns for tentpole releases (including *Deadpool 2, War for the Planet of the Apes, The Post, Love, Simon, Murder on the Orient Express*), contributing to \$2.5B+ global box office.
- Managed incoming and outgoing audiovisual and print media assets between 10+ cross-functional departments, vendors, agencies, and filmmakers.
- Maintained project organization across Frame.io, Wireframe and Box for 3 senior creative executives.
- Coordinated project timelines and approvals of A/V materials with networks, legal, guilds, and talent to ensure compliance and on-time release against tight media deadlines.

Education

B.A Public Relations and Advertising | Minor in Visual Effects - Chapman University, Dodge College of Film and Media Arts

Skills

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| • Creative, Brand, GTM Strategy | • Project Management (Airtable, Smartsheet, Asana, Monday) | • Marketing Analytics |
| • Acquisition/Retention Marketing | • Asset Management: Frame.io, Dropbox, Google Drive | • Editing Software: Da Vinci Resolve & Adobe Premiere Pro |
| • Trailer/TV/Creative Development | • Microsoft 365 | • Strategic Partnerships |
| • Creative Operations | • Google Workspace | • Agency & Vendor Management |
| • Team Leadership & Development | | • Script Coverage |
| • Budget Management | | |