

Noah MacLean

Bay Area | Irvine, CA
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A digital marketing specialist with an expertise in multimedia platforms. I transform simple ads to compelling stories for businesses.

Education

University of California, Irvine
GPA 3.75

(Expected Graduation June 2024)

Bachelor's of Data Science

Skills

Digital Media

Video Editing, Filming, Photo Editing, Photography, Graphic Design, Data Visualization, Data Analysis, Social Media, Storyboarding, Typography, Live Streaming, Web Design, SEO

Data Science

Python, R, SQL, Tableau, Excel, Airtable, Java, C++

Tools

Premiere Pro, DaVinci Resolve, Photoshop, Illustrator, After Effects, Canva, Procreate, Miro, Notion, Open Broadcaster Studio (OBS), Streamlabs, YouTube Studio, Wix, iOS, Windows, Android

Projects

Personal & gaming YouTube channels

Created **150+ videos and thumbnails** combined driving over 20,000 subscribers, **3M views**, and **\$5,000+** in revenue

Experience

Videographer, Freelance

Remote | November 2020 - Present

Storyboarded, filmed, and edited **10+ marketing deliverables** for clients including Tableau, Typeform, Magic Mind, Scrintal, and more

Communicated thoroughly to guarantee client vision, requirements, and deadlines ensuring an increase in brand awareness and demand

Resident Advisor, UC Irvine Housing

Irvine, CA | September 2022 - Present | Student Housing

Provided guidance and support to **60+** diverse residents within two houses in the Arroyo Vista dorm community

Promptly responded to **over 1,200 residents** on a 24-hour duty call service: handling lockouts, noise complaints, sensitive resident concerns, emergencies, maintenance issues, and more

Digital Marketing Specialist, PilotCity

San Leandro, CA | Dec 2020 - Dec 2023 | Tech startup

Designed and helped **build a marketing campaign** to engage 1000+ students within 20+ schools in the Bay Area, driving over **\$500,000** in sales and contracts

Filmed, edited, & produced **40+** internal and external video content including ads, testimonials, workshops, event recaps, tutorials, and more featured on company website and socials

Analyzed company data to **enhance search engine optimization**, identify new product opportunities, and boost organic growth hacking

Managed a team of video editors, content creators, and student voices to streamline a **scalable content workflow**

Videographer & Editor, UC Irvine

Irvine, CA | May 2022 - July 2022 | Communications Dept.

Attended on-campus events and filmed high-quality b-roll footage, interviews, and key moments

Crafted and **delivered three compelling video narratives** through editing: combining footage, interviews, and music to highlight and promote each event on department socials