

Noam Paoletti

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About Me

I hate boredom. I usually stave it off by writing; be it headlines, scripts, or unnecessarily detailed Yelp reviews. If I'm not writing, you can find me perfecting my world-famous peanut curry, getting too competitive over rec league sports, or obsessively checking flight prices to plan my next vacation.

Work History

Associate Creative Director, The Mars Agency

Mars '25 – Present

I manage a team of creatives and oversee the creative work from inception to production. I work on a variety of CPG accounts, including brands such as Persil, Dial, Josh Wine, Dr. Pepper, and Allegra, and create 360, omnichannel campaigns with a focus on social media, digital, video, experiential, and new business pitches.

Senior Copywriter, The Mars Agency

December '22 – March '25

I am the lead writer and helped manage a creative team throughout all stages of the creative process. I worked on a variety of CPG brands such as Snuggle, Schwarzkopf Hair, Tillamook, and Bud Light, and created social, digital, video, and experiential campaigns, as well as new business pitches.

Senior Copywriter, Transmission

September '21 – July '22

I was the lead writer on tech brands such as HP, AMD, Zscaler, Aruba, and Citrix across all channels, with an emphasis on social, digital, and video. I worked on award-winning campaigns, new business pitches, and helped promote inclusion on our DEI team.

Senior Copywriter, The Integer Group

June '21 – September '21

I was the lead writer on a variety of CPG and DTC brands, including KeVita, Orgain, Fannie May, and several Pepsi and Molson-Coors products. I reviewed work from junior creatives and helped manage the creative team.

Copywriter, The Integer Group

June '19 – May '21

I worked on brands such as Starbucks, Breckenridge Brewery, Red Robin, Michelin, and KeVita Kombucha across all medias, including social, digital, OOH, and experiential campaigns. I also worked on several new business pitches.

Copywriter, Gyro

June '17 – May '19

I worked on brands such as JLL, Sentry Insurance, USC, Grant Thornton financial services, Aflac, John Deere, and Transamerica. I helped create full-scale campaigns, including trade shows and experiential programs, and worked on several winning new business pitches. I was also a part of DEI and Culture Club initiatives and helped manage the intern program.

Education

Chicago Portfolio School
San Jose State University | Advertising Major

Graduated 2016
Graduated 2013

Awards

ANA B2 Award // Denver Fifty Award // SJSU Advertising Award