

Noble Joseph

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Professional summary

Strategic marketing copywriter and communications professional with 10+ years of experience shaping messaging and integrated B2B marketing content for global organizations including EY, Deloitte and Wells Fargo. Proven ability to translate business objectives into compelling campaign narratives across digital channels, collaborate with senior stakeholders, ensure brand consistency, and leverage AI tools to elevate content quality, efficiency and measurable business impact.

Key achievements

- Delivered high-impact messaging across digital channels, boosting campaign engagement and lead conversions
- Enhanced content quality and efficiency through AI tools, reducing turnaround time and improving editorial accuracy
- Trained in IBM's Agile Marketing and Communications model

Expertise

- Strategic messaging • Copywriting and campaign development • Marketing communications • Content strategy • Messaging frameworks • Brand voice and editorial governance • B2B marketing • Email marketing • Social media content • Web copy • Stakeholder management • Project management • AI-enabled content development • Agile project delivery • SEO

Professional experience

Ernst & Young (EY) | Associate Manager | Present

- Lead copy development for global marketing campaigns, publications and digital assets, driving substantial increase in readership among executive audience
- Translate business objectives into differentiated messaging frameworks and campaign narratives, contributing to a 25% uplift in client engagement metrics
- Partner with stakeholders across 80+ countries, supporting campaigns that reached 1.2M business partners worldwide
- Drive content quality and efficiency through AI tools, cutting production costs by 30%
- Provide editorial guidance to ensure brand alignment, reducing compliance issues

Wells Fargo | Communications Consultant (AVP level) | 2023–2025

- Led marketing, regulatory and client communications, improving response scores
- Led content development for web and social media, driving increased audience engagement
- Partnered with senior stakeholders to deliver communications for 7,500+ employees, achieving high satisfaction scores in internal audits

Deloitte | Senior Analyst – Communications | 2021–2023

- Led copy development for integrated marketing campaigns across email, newsletters, thought leadership, landing pages, industry reports and digital marketing assets
- Translated complex business objectives into compelling messaging and campaign narratives, supporting marketing initiatives that influenced new client opportunities
- Partnered with marketers, designers and stakeholders to develop campaign narratives through agile marketing style, reducing review cycles and accelerating delivery cycle

Ernst & Young (EY) | Associate – Communications | 2019–2021

- Led marketing communications for EY global member firms across multiple regions
- Supported integrated marketing campaigns and editorial governance initiatives
- Revised EY's global editorial style guide and coached 100+ stakeholders on copywriting standards, tone of voice and editorial best practices, reducing inconsistencies by 40%

Blouin Media | Freelance Online Copyeditor | 2018–2019

- Edited and proofread digital content to ensure clarity, accuracy and readability
- Created engaging social media content and grew social media reach by 20K followers
- Developed editorial guidelines and coached contributing writers on content quality and brand consistency

Bhavan's College of Arts and Commerce | Assistant Professor | 2018–2019

- Delivered communications and media studies courses, translating complex concepts into clear and focused learning materials
- Mentored more than 300 students on storytelling and communication best practices

Deccan Chronicle | Editor | 2015–2018

- Wrote, edited and published content across print and digital platforms while maintaining editorial quality and deadlines
- Led editorial planning and content review processes to ensure consistency, accuracy and audience engagement
- Managed newsroom workflows and coached 20+ trainee reporters and interns on writing and editing standards

AI-enabled content capabilities

- AI-enabled content review and optimization • Prompt development • Content repurposing

Tools and platforms

- Adobe Workfront • InDesign • Atlassian Suite (JIRA, Confluence) • Google Analytics • Sprinklr • Microsoft Office (PowerPoint, Word, Outlook, Excel) • Synthesia (AI video creation)

Education and certifications

Masters in Mass Communications and Journalism (University First Rank) | UGC NET
Six Sigma Green Belt | AgilePM