

# NOAH LIVINGSTON

## Strategic Communications & Creative Production

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Thirteen years leading communications and creative production for organizations in the middle of high-stakes institutional change. Hands-on across the full stack—brand identity, video, design, email, web, and writing—with director-level experience in messaging strategy and executive communications. Track record of producing multi-format campaigns from concept through delivery and translating institutional complexity into clear public narrative.

## EXPERIENCE

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### Co-Founder & Communications Lead

2026 - Present

Common Good Church | Ann Arbor, MI *(title: Founding Pastor)*

*Building a new nonprofit institution from the ground up—brand identity, fundraising communications, legal formation, and operational infrastructure.*

- Designed and launched the organization's complete brand identity and website (commongoodannarbor.org)—visual identity system, information architecture, and all copy.
- Researched and wrote the donor-facing prospectus and case for support: demographic and market analysis, phased launch strategy, and a three-year operating budget.
- Drafted the organization's bylaws and governance framework as a Michigan ecclesiastical corporation, including financial controls and conflict-of-interest policy.

### Director of Communications & Creative Production

2019 - 2025

Ann Arbor Christian Reformed Church | Ann Arbor, MI *(title: Pastor of Worship Arts & Digital Presence)*

*Led all communications for a 300+ member organization through a multi-year denominational disaffiliation—one of the most consequential decisions in the institution's 75-year history. Directed a 37-person team of musicians, production staff, and contractors—largely volunteers, led through influence and relationship rather than positional authority.*

### Content & Creative Production

- Led the communications function across newsletters, email campaigns, website, and social media—setting strategy and creative direction while directing a Communications Coordinator responsible for day-to-day execution and distribution.
- Designed multi-format brand campaigns (including the Belhar Confession series), print and digital materials, and all campaign creative assets in Adobe Photoshop, Illustrator, and InDesign.
- Produced 4K documentary and short-form video (Final Cut Pro X and Motion), institutional photography, and original music composition for video.
- Led the redesign and migration of the organization's website (WordPress to Squarespace), managing information architecture, visual design, and content strategy.
- Wrote in the voice of multiple executives—drafting leadership statements, organizational letters, and public-facing messaging signed by three principals with distinct voices during a period of significant organizational change.

## Strategy & Executive Counsel

- Served as primary communications counsel to a 16-member governing board through a politically charged institutional decision—advising on message sequencing, stakeholder framing, and leadership voice across a multi-year period of sustained uncertainty.
- Authored the Three Futures / Five Futures framework—a strategic analysis that equipped the governing board to navigate the organization's denominational future, translating complex research into clear, decision-ready materials.
- Co-designed and led a three-part community engagement series in partnership with organizational leadership; built research instruments, gathered data from 100+ participants, and authored summary reports that structured community feedback into actionable findings for senior leadership.
- Drafted time-sensitive communications on organizational changes and reputational matters—coordinating messaging with legal counsel, senior leadership, and the governing board under high-pressure conditions.

## Executive Director & Communications Lead

2012 - 2018

Abbe Reformed Church | Clymer, NY (title: Pastor)

*Operational and visionary lead for a 175-member organization with a staff of six, an in-house preschool, and a 150-year institutional history. Served as board president, communications director, and primary creative producer.*

- Served as president of the governing board—setting organizational direction, stewarding institutional resources, and leading a cross-functional staff team through scheduling, performance management, and organizational development.
- Directed a communications manager and oversaw all organizational communications: brand identity, print materials, digital presence, and community-facing messaging.
- Designed the organization's logo and full visual brand identity from the ground up—typographic system, color palette, and graphic language used throughout tenure.
- Authored and produced a regular print newsletter, maintaining a consistent editorial voice and publication cadence across a multi-year run.
- Led weekly public programming—each a fully produced, multi-element event requiring scripting, musician coordination, production oversight, and real-time execution.

## Earlier Experience: Freelance Communications & Design

2006 - 2011

Self-initiated engagements across higher education

- Website redesigns and communications projects for Western Theological Seminary (full site redesign: information architecture, visual design, photography, copywriting), the Hope College Music Department, and the Veritas Forum at Hope College.

## SKILLS & TOOLS

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**Executive & Strategic Communications:** Messaging frameworks, executive speechwriting, stakeholder messaging, message sequencing, issues management, crisis communications, leadership counsel

**Content & Channels:** Long-form narrative, newsletters, email campaigns, web content, social media strategy, editorial calendar management, community engagement, research communication

**Creative Production:** Brand identity systems, campaign design, 4K video and documentary, motion graphics, photography, original music composition, print and digital materials

**Tools:** Adobe Photoshop (advanced), Illustrator (proficient), InDesign (working), Final Cut Pro X (advanced), Motion (working), WordPress, Squarespace, Hootsuite, Slack, Google Analytics, YouTube SEO, AI-assisted workflows (Claude, ChatGPT, Gemini)

**EDUCATION**

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| <b>Master of Divinity</b>   Western Theological Seminary, Holland, MI | 2011 |
| <b>Bachelor of Music</b>   Hope College, Holland, MI                  | 2007 |