



## Noah Bradley Newman

### Brand Management and Communication Strategy

Phone: (847) 624 3312

Email: noah.b.newman@gmail.com

Website: NoahBNewman.wordpress.com

## Personal Statement

Energetic, internally motivated Cum Laude graduate with experience growing brand value and meeting competitive deadlines with a sharp focus on client objectives. Additionally, a creative marketer with project management and leadership skills excited to grow as a professional in the field of brand management and content strategy.

## Strengths

Strong Communication Skills ❖ Excellent Problem-Solving Skills ❖ Deadline-Conscious Work Ethic ❖ Microsoft Office

## Work Experience

### Miami University Campus Services *HR Master Undergraduate*

01/2019 – 05/2020

- Led a three-person team, conducting interviews, hiring general staff for campus services positions, specifically dining facilities.
- Tasked with rebranding the department and developing outreach programs to increase student employment.
- Frequently attended meetings with the Marketing Department; conducted interdepartmental communications and project management.

### Imminent Incorporated *Campaign Manager*

06/2019 – 08/2019

- Promoted to management, led the third largest account equating for a fifth of the company's current annual revenues.
- Provided in-store advertising for Costco roadshows throughout the greater Chicago and Peoria area.
- Communicated daily with vendors, manufacturers, and partners to create event advertisements and properly represent brand imagery.
- Guided new employees on company policies, brand elements, and legal procedures.
- Generated \$30,000+ in revenue for clients.

### The Detroit Grooming Company *Brand Manager/District Representative*

05/2018 – 08/2018

- Facilitated and developed brand's presence in the Chicago market space, leading to an increase in web traffic.
- Controlled social media placement through social content development; created and distributed print advertisements to leads.
- Managed the sales cycle from start to finish: lead generation and pitch to trial and long term commitment.
- Grew social media following through organic content and WOM, led to an increase in eCommerce sales for the Chicago market.

## Education

### Miami University Farmer School of Business

08/2016 – 05/2020

*Major: Marketing (3.9) Minor: Interactive Media Studies (3.83)*

3.55 GPA

## Special Projects

### TAMID Group *Project Manager*

08/2018 – 05/2020

Led a team of 8 business students to meet and go beyond the tasks assigned by our contracted business partner, a company located in Tel-Aviv. We developed a competitive framework analyzing current market segments, primary, secondary, and tertiary competitors to facilitate new market entrance.

### Under Armour Brand Strategy

08/2019 – 12/2019

Analyzed current brand positioning and mapped associations through primary and secondary research, creating numerous campaigns to deal with PR crises, increased competition, brand extensions, and issues of visibility.

### Binging with Babish Content Strategy

02/2019 – 05/2019

Analyzed current market and content strategy, identified emerging markets and position corrections and created a full implementation plan that included curated content and expected output, such as ROI, social boost, increase in virality, etc. Received the highest overall score and is currently used as a model for future classes.

### Target Case Competition *Finalist/3rd Place*

02/2018 – 05/2018

Analyzed Target's current consumer perception, used analysis tools, and creative design and innovation techniques to create a proposal to absorb the demand created by the fall of a competitor. Received 3<sup>rd</sup> place out of 64 teams and acknowledgment for being the youngest student in the course.

## Clubs and Organizations

### Alpha Epsilon Pi Fraternity *Member*

(Member of the Jewish community; taking part in philanthropic endeavors)

02/2017 – 05/2020

### Sigma Alpha Pi *Member*

(Went through leadership training to successfully conduct and inspire a team)

09/2018 – 05/2020

### Social Justice 2.0 *Treasurer/Vice President*

(Organized Living Learning Community; put on events and managed resources)

08/2017 – 05/2018

## Core Competencies

- Ad Placement (Search and Social)
- Consumer Profiling
- Principles of Innovation and Design
- Web Design, Video Editing, and Graphic Design
- Consumer Analytics (Google and Facebook Certified)

## Certifications

- UXPressia CJM
- HubSpot Content Creation
- Twitter Flight School
- Google Ads Search
- Hootsuite Digital Marketing and Platform