



Noah Bradley Newman

Brand Management and Communication Strategy

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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 3rd 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