

EMILY NEWMAN

Senior Marketing Coordinator



PROFILE

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- 🌐 linkedin.com/in/emynewman
- 📍 Relocating to Dallas, TX
- 📁 EmilyNewmanPortfolio.com

A creative and results-driven Senior Marketing Coordinator with 8+ years of experience in digital marketing. I've led successful campaigns that increased new users by 63% and boosted LinkedIn followers by 40% in just six months.

My expertise spans SEO optimization, social media campaigns, email marketing, graphic design, website design, and more.

WORK EXPERIENCE

Dr. Vince Clinical Research, Overland Park KS

Senior Marketing Coordinator | Feb 2024 - Present

Marketing Coordinator | Jan 2023 - Feb 2024

- Grew LinkedIn followers by 40% over 6 months through strategic engagement and optimization, executing 14 successful campaigns
- Collaborated on a multichannel digital campaign to promote a webinar, creating all graphic assets and driving 500+ registrations within 3 months, achieving the target goal
- Developed and implemented integrated campaigns across email, social media, display ads, paid search, and website advertising
- Managed and mentored junior team members, enhancing performance through guidance and support.
- Analyzed and reported monthly KPIs across all marketing channels, delivering insights to support data-driven decisions
- Led the redesign and update of DVCR's website
- Enhanced DVCR website user base by driving a 63% growth in new users within a 4-month period
- Elevated LinkedIn post engagement by 18%, strategically optimizing content to enhance conversion rates
- Enhanced SEO site score by 20% in just one week

WORK EXPERIENCE (continued)

Agile Interactive, Overland Park KS

Marketing Systems Coordinator & Designer | Nov 2021 - Jan 2023

- Operated as lead designer on 50+ client projects
- Served as the project manager for 30+ client projects
- Collaborated with the CEO on implementing an internal project management system
- Designed an electronic health records product alongside a development team as the lead designer
- Managed and designed multiple client's websites from concept to final product

CreativeOne, Leawood KS

Marketing Programs Specialist | Jan 2020 - Nov 2021

Marketing Assistant | May 2019 - Jan 2020

Marketing Intern | April 2017 - May 2019

- Solved a workflow process issue that reduced production time by 10 days and internal hours spent on each project by ~25%
- Built social media campaigns across Facebook, LinkedIn, and email
- Spearheaded implementing a new website builder tool for the creative team
- Concepted and designed over 100 client websites
- Led the refresh of CreativeOne's intranet in collaboration with multiple department leads
- Successfully reworked the marketing teams project management platform
- Audited and decommissioned 40% of inactive client websites, ensuring up-to-date account management and improved operational efficiency
- Worked with external agencies and vendors to execute marketing programs

EDUCATION

UNIVERSITY OF KANSAS

2016-2019

Bachelor of Science in
Strategic Communications

Minors: Business, Psychology

EXPERTISE

Graphic Design

Website Design

Project Management

Video & Photography

Email Marketing

Social Media Marketing

Digital Marketing

SKILLS

Full Adobe Creative Suite

Wordpress

CRM

GA4 & Google Tag Manager

SEO/SEM

PPC

UX Design