



LIZZIE NEWTON

lizziemnewton.com
lizzie@lizziemnewton.com
linkedin.com/in/lizzie-newton
919.480.2119

EDUCATION

MBA, UNIVERSITY OF MANCHESTER London, England 2005 - 2007

- Sotheby's Institute London

BA, THE COLLEGE OF WOOSTER Wooster, OH 2000 - 2004

- English and Art History, double major

SELECTED EXPERIENCE

RALEIGH ARTS Communications Coordinator Raleigh, NC 2017 - Present

- Oversees content creation, graphic designs and overall marketing of all Raleigh Arts departments.
- Manages social media platforms and webpages with resulting 350% increase in social media engagement. Responsible for redesign of monthly newsletter with resulting 12% increase in open rate.
- Writes and edits press releases, marketing materials, website and email content. Makes recommendations for strategic growth based on data and analytics.

CONSULTING Branding, Social Media & Design Raleigh, NC 2008 - Present

- Designs marketing, social media and brand strategies for start-ups and creative businesses.
- Implements traditional and digital marketing strategies, including graphic designs, websites and newsletters. Optimizes SEO and social media content. Writes and edits copy and content across all platforms.

LOGAN'S TRADING CO. Marketing & Merchandising Manager Raleigh, NC 2015 - 2017

- Created and implemented visual merchandising and marketing strategy. Analyzed buying trends, sales data and consumer behaviors to optimize sales across departments. Led marketing and merchandising teams.
- Consolidated social media platforms and developed a cohesive brand strategy. Managed marketing and social media content creation. Designed monthly emails. Optimized website SEO.

ELISABETH NEWTON, LLC Owner & Creative Director Raleigh, NC 2011 - 2015

- Developed company growth strategy with increased annual revenue from \$3K to \$65K in 4 years.
- Designed brand, website and corresponding marketing collateral including social media, catalogs, photography and content.

MFA: MORTON FINE ART Marketing Director Washington, DC 2011 - 2012

- Assisted in writing marketing and business plans for pop-up exhibitions and permanent art gallery. Designed company logo, website and marketing materials. Wrote and edited all brand and public relations copy.
- Managed and led social media, exhibition marketing and publicity.

JEAN EFRON ART CONSULTANTS, LLC Director Washington, DC 2008 - 2011

- Curated corporate and hospitality art collections, contracted with artists and galleries and prepared client presentations.
- Directed fine art consulting projects from inception to completion for the firm overall. Managed cross-functional teams of 2 - 8.

TECHNICAL SKILLS

GENERAL: Adobe Creative Suite, Microsoft Office Suite, Mac and PC // **SOCIAL:** Sprout Social, Hootsuite, HubSpot, Buffer // **CRM:** Simpleview, ACT // **WEB:** Google Suite, HTML, Moz, Squarespace, Shopify, WordPress // **EMAIL:** Constant Contact, Mailchimp, GovDelivery