

# Stephanie Newman

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MARKETING LEADER & CREATIVE STRATEGIST

As a dynamic marketing leader with a flair for creativity, I blend innovative strategies with storytelling to elevate brand visibility and drive revenue growth. With a background in music performance and education from 2013 to 2021, I crafted engaging curricula and used savvy marketing techniques like email newsletters and social media to enhance client acquisition. My stage experience seamlessly transitions into brand storytelling, enabling me to create compelling narratives for organizations. With proven success across B2B, B2C, nonprofit, and educational sectors, I'm an expert in digital marketing, always eager to maximize engagement and make a lasting impact.

**CORE COMPETENCIES** Digital Marketing Strategy | Brand Development | Marketing Automation | Social Media | Email Campaigns | Event Marketing & Fundraising | Content Creation | Data Analytics | Cross-Functional Leadership

## PROFESSIONAL EXPERIENCE

### Director of Marketing | Center for Jewish Life at Beth David & Gordon School | Miami, FL | 2024 - Present

Drive comprehensive marketing strategies for multi-generational audiences (infants through adults), with diverse goals ranging from philanthropy to childhood education, to elevate brand awareness, community engagement, and program participation for integrated nonprofit and educational institutions.

- Launched and managed integrated marketing & enrollment (Google Ads, SEO, targeted campaigns); added Google Analytics (106K+ users) and, since relaunching Ads in Aug 25, delivered 408,816 impressions, 3,881 clicks (0.95% CTR), 174 conversions (4.48%), driving +39% admission inquiries and +25% campus tours while optimizing cost-per-conversion.
- Integrated marketing and enrollment strategy that launched and managed Google Ads, SEO, and targeted campaigns across community programs and admissions—driving a 39% increase in admission inquiries and 25% more campus tours while optimizing for conversions, cost-efficiency, and lead generation.
- Managed \$55K annual marketing budget across both entities leading all digital and print communications—email campaigns, newsletters, magazine, website, and social media—ensuring cohesive, mission-driven messaging that drives action and strengthens community connection across both organizations
- **Collaboratively planned** and marketed large-scale events and fundraisers—including galas, holiday programming, and community activations
- **Collaborated with leadership**, board members, educators, clergy, donors, volunteers, parents, students, media, and community partners to align messaging and amplify organizational initiatives across all touchpoints.
- **Analyzed campaign performance and audience insights** to refine strategies, optimize ROI, and drive continuous improvement

### Marketing Manager | DEVIL-DOG Dungarees | New York, NY | 2021 - 2024

Built and empowered a marketing team responsible for an established apparel manufacturer executing high-impact campaigns across digital channels to boost brand awareness, customer acquisition, and revenue.

- Launched new marketing department from the ground up, orchestrating brand photoshoots, events, and digital advertising across a variety of social media platforms
- Implemented Omnisend marketing automation and personalized workflows, achieving 2x B2B newsletter engagement and \$200K DTC newsletter sales (5x increase).

- Configured Shopify CRM to manage marketing programs and campaigns, improving performance tracking and driving revenue growth
- Executed omnichannel paid media, affiliate and creator programs (Google, Bing, Facebook/Instagram, TikTok, ShopMy, LTK, ShareASale), driving 3× web traffic and \$120K Google + \$20K Bing revenue in three months.
- Managed external agencies and vendors for creative, media buying, and PR, negotiating contracts and ensuring on-brand execution.

## **EDUCATION & CERTIFICATIONS**

**Master of Music** | University of Miami **Bachelor of Music** | University of Florida – New World School of the Arts

**Certifications:** Full Web Stack Development (CUNY Tech) | Digital Marketing Strategy (Miami Dade College) | Digital Marketing (Meta) | Hootsuite Platform & Social Marketing | Google Analytics & Ad Display

**TECHNICAL PROFICIENCIES** Shopify | Omnisend | Mailchimp | Google Analytics | Daxko | Hootsuite | Canva | LIKEtoKNOW.it | ShareASale | Google Ads | Microsoft Ads | Meta