

Elizabeth A Newton
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An organized and creative marketing professional with 5 years of experience working in both customer and sales-oriented marketing tactics for B2B and B2C marketing.

Education

Bachelor of Science in Business Administration

2023

University of Nebraska at Omaha

Work Experience

Amber Specialty Pharmacy, Omaha, Nebraska

November 2021 - February 2023

Marketing Strategist

- Conducted market research and coordinated with sales reps in the field
- Worked with Content Marketer and Marketing Manager to write and design segmented content and campaigns
- Created lead scoring criteria for Marketing Qualified Leads and coordinated with field sales staff
- Analyzed marketing data and delivered insights to sales staff to ensure relevant messaging
- Coordinated with external vendors to produce content to meet ever-changing deadlines
- Compiled reports to demonstrate ROI from marketing and sales initiatives
- Assisted in the creation of large scale marketing campaigns
- Helped coordinate different elements for annual conference and trade events
- Assisted with internal marketing efforts to support pharmacy, payer and trade teams
- Assisted with managing CRM systems and analyzed metrics to measure company success
- Created multiple email automations in Salesforce resulting in over \$100,000 in total gross profit generated from leads

All Metro Real Estate Group, Omaha, Nebraska

May 2018 - July 2021

Marketing Director

- Tracked, collated and maintained inventory of marketing and office materials
- Created and executed marketing campaigns that included telephone, email, social media, and mass mailings
- Increased followers and engagement across social media accounts
- Filmed and edited videos for marketing campaigns
- Managed and created content for all social media platforms
- Assisted in the creation and design of company website
- Managed the backend of company website and lead platform sites
- Updated and maintained various CRM's within the company
- Track and assisted in management of multiple rental properties
- Created and marketed job ads, conducted interviews, and trained new team members in multiple positions
- Organized and coordinated various client events

Von Maur, Omaha, Nebraska

October 2016 - May 2018

Sales Associate

- Exceeded monthly sales goal for 15 consecutive months.
- Generated new and preserved old relationships with customers through Customer Follow-Up Program.
- Contacted customers through multiple channels; telephone, letter, or email.
- Successfully assisted customers with recommending, selecting, or obtaining merchandise based on customer needs.

Additional Skills

- Highly experienced with email marketing programs including Salesforce
- Proficient with Microsoft Office: Word, Excel, Powerpoint
- Team player with excellent interpersonal and customer service skills
- Thorough understanding of all social media platforms and trends
- Comfortable learning to use new technology and applying it