

**Kevin Newman**  
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**Director of Youth Marketing**  
*Goodwall*, New York, New York

2018 to 2019

Ideate and manage United States launch efforts primarily through local New York area activity.

- Hired and managed full-time and part-time team of moderators, social media managers, ambassadors, recruiters, and content curators.
- Gathered hundreds of high-value students through community events, career fairs, and guerrilla marketing.
- Garnered tens of thousands of top-of-funnel users and iterated on product innovations for future releases.

**United States Growth Manager**  
*Jodel*, Los Angeles, California

2017 to 2018

Create experimental programs to expand an anonymous social network to the United States from Germany.

- Operationalized team of 15 ambassadors in targeted universities
- Created and implemented content creation and moderation efforts at all active communities in the U.S.
- Gathered key learnings for retention and launch efforts in the U.S. and abroad.

**Youth User Growth Manager**  
*Instawork*, San Francisco, California

2016 to 2017

Design and implement a synchronistic college and high school marketing program in San Francisco

- Multiplying overall user acquisition growth by 2 and only including the youth segment.
- Secured partnership with each Career Services institution at targeted universities.
- Garnered thousands of users and created ongoing brand messaging tactics that will continue to yield repeated results.

**Marketing Manager**  
*WoahStork*, Santa Monica, California

2015 to 2016

Optimized social media strategy, secured affiliate partners, garnered investment and press.

- Taking a brand from ground zero to a distinguished leader in our niche with thousands of users, followers, and consistent engaged growth.
- Only cannabis company to be accepted into Collision Conference PITCH and ALPHA programs.
- Driving revenue-seeking efforts to increase our brand's story and viability.

**Program Manager**  
*Spotify*, Tallahassee, Florida

2014 to 2015

Established a campus marketing strategy designed to enhance brand awareness and acquire new users through search engine optimization, guerilla marketing, and social networking.

- Launched campus ambassador program and grew app downloads to become a top 10 social app in the app store.
- Designed email marketing copy and process in order to pique interest in an anonymous sharing campaign.
- Corresponded with university representatives nationwide during initial test program.

EDUCATION

**Florida State University**; International Affairs and Hospitality Management  
Tallahassee, Florida; 2013

*Brede-Wilkins and Bright Futures Scholarship Recipient*