

# BECCA NEWELL

• content creation + digital marketing •

## EDUCATION

University of Maryland-College Park  
May 2008  
BA Broadcast Journalism  
Psychology Minor

## SKILLS

Facebook • Instagram • Twitter • Pinterest  
Constant Contact • Mailchimp • Wordpress  
Buffer • Planoly • Final Cut • Google Ads  
TTB Compliance • Adobe Creative Suite  
(Photoshop, Illustrator, + InDesign)

## EXPERIENCE

### April Content Creator

2021- Coastal Social Marketing, Ocean City, Maryland

- present • Manage seven social media accounts  
• Generate creative + timely postings across multiple digital platforms  
• Produce brand photography + videography for clients

### Sept Director of Marketing

2017- Jailbreak Brewing Company, Laurel, Maryland

- July • Led social media + other digital + traditional marketing efforts  
2021 • Brewery photographer/videographer  
• Developed + promoted Taproom + off-site events, including beer releases, ticketed functions, + large-scale festivals  
• General marketing responsibilities, including website maintenance, in-house graphic design, online correspondence, fostering of company culture, and project management of Taproom, Kitchen, and Production teams  
• Coordinated fundraising initiatives, in-house beer education + general communications, brand management, + merchandise  
• Launched socials for the brewery's side project, Implexum, in late 2021

### April Social + Style Editor

2014- What's Up? Media, Annapolis, Maryland

- Sept • Produced print + digital content, including features, Q&As, profiles, and style editorials  
2017 • Managed fashion photoshoots, from concept planning + coordination to on-site direction + editorial copy  
• Created community engagement team (Beauty Buzz) and developed network of PR contacts to establish an unfiltered, trustworthy product review section  
• Maintained year-round regional social + philanthropic events calendar

## REFERENCES

available upon request