

heidi newcom

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EDUCATION

University of Illinois Urbana-Champaign | May 2014

- Bachelor of Science in Advertising | Concentrations in Business and Public Relations | Currently working towards Full-Stack Web Development Certification | Aspiration for PMP® Certification

EXPERIENCE

FCB Chicago | Healthcare | Project Manager (Clients: BOTOX Cosmetic and JUVÉDERM) | Chicago, IL | July 2018 – Present

- Leads and helps oversee marketing campaigns and project deliverables, which includes website, display banners, emails, social media, online videos, HCP content and influencer work; extensive experience with photoshoots; familiar working in WorkFront
- Responsible for independently delivering and/or collaboratively partnering with discipline leads (across account, creative, strategy and production) to define and deliver project scopes, yearly road maps, staff plans, timelines, estimates and budgets
- Leads daily internal team status and all other internal meetings; where necessary, responsible for providing solutions to solve problems posed from a timing and resource standpoint across all brands, while flagging risks before they become issues
- Aids in establishing and formalizing new processes that help reinforce agency best practices to help ensure that the team continues to work efficiently and effectively with no process or communication gaps
- Breadth of experience working with the new business team to help the agency win pitches (comfortable working with director-level/C-suite personnel); new business experience also includes training junior/mid-level PMs on pitch process for healthcare

HAVAS Worldwide | Project Manager (Clients: Citibank and American Airlines) | Chicago, IL | January 2016 – May 2017

- Aided in the launch of rebrand campaign for Citi/AAdvantage credit card line, which included partnering with several Instagram influencers and small businesses and organizing multiple photo shoots across the world
- Oversaw and led various types of campaign projects, including print, OOH, direct mail, video, social, digital and mobile
- Collaborated and worked with internal account, creative and production departments to ensure on-time and on-budget successful project delivery and was responsible for creating and maintaining schedules, finances, hours trackers and statuses

HAVAS Worldwide | Assistant Account Executive (Client: Citibank) | Chicago, IL | September 2014 – January 2016

- Aided in the creation and development of project initiation documents including creative briefs, work estimates and schedules
- Coordinated and communicated with creative, strategy, production and traffic departments to promptly deliver strategic, innovative direct mail and digital marketing campaigns to client and partners
- Created monthly competitive analyses for Citibank competitors to help establish an overall stronger brand image for Citibank
- Oversaw and handled client requests efficiently and timely while strengthening positive relationships between agency and client

HAVAS Worldwide | Digital Account Intern (Client: DISH Network) | Chicago, IL | June 2014 – September 2014

- Assisted in updating daily hot sheet to ensure timely delivery of assets to client; created a competitive analysis for the team's reference; helped to increase HAVAS' social engagement by 40% by implementing a new social strategy and tactics

WHY THE GAP YEAR IN WORK? | HEIDI'S SPONTANEOUS TRAVEL YEAR: MAY 2017 – JUNE 2018

- One year of travel around the world – Europe, Asia and Australia; tallying more than 30 different countries
- Broad international travel background, making myself comfortable and happy working with and in different cultures
- Enhanced budgeting and planning skills by organizing, financing and planning my time around the world

HONORS & AWARDS

Alpha Delta Sigma: Nominated and selected into the prestigious national advertising honor society, sponsored by the AAF, due to outstanding performance, scholastic achievements, and excellence in advertising studies

2013 & 2014 Multicultural Advertising Intern Program (MAIP): Administered by the 4A's, selected as an exceptional minority in advertising out of 500+ applicants to take part in esteemed program and received placement at BBDO and HAVAS Worldwide