

# James Edward Newby III, J.D.

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## **Professional Profile**

Experienced creator of engaging web and print material for wide range of products. Strong understanding of strategic communications planning, online marketing, social media, communication design principles, information architecture, Search Engine Optimization strategies, and creative process. Certified in Full Stack and .NET.

## **Overview of Skills**

- Experience generating creative editorial calendars and fresh content
- Strong understanding of online communication and online technologies
- Experience building and integrating new website tools and features
- Project management experience
- Strong writing and copy editing skills
- Effective time management and prioritizing skills
- Business, Marketing, & Intellectual Property education and background
- Working knowledge of HTML, CSS, jQuery, JavaScript, AngularJS, .NET, Photoshop, Basecamp, & Final Cut Pro
- Trained in Wordpress, Sitecore, Drupal, & Sharepoint

## **Experience**

### **Web Manager / Digital Marketing Manager**

*February 2015 – Current, Council for Christian Colleges and Universities, Washington, DC*

- Work with Web development vendor(s) to create and implement new functionality as needed to accommodate organizational needs. Manage security updates and site maintenance for Drupal-based site, BestSemester.com
- Manage and edit content daily, including eNewsletters, press releases, products, journals, web banners, and editorial content for external sponsors and affiliates
- Manage multiple third-party vendors and contractors
- Implement interactive communication channels as needed (video, audio, resources, etc.)
- Use Google Analytics to continuously improve offerings, optimize responses and evaluate ROI for all initiatives.
- Work with database staff to facilitate Web users providing and receiving accurate database records.
- Tabulate and report data for Career Center and other unique aspects of the CCCU site
- Manage e-mail communications initiatives for multiple departments (format messages with text, images, and hyperlinks; schedule delivery; regularly report on email campaign results)

### **Web Content Specialist (Contract)**

*October 2014 – November 2014, American Association for Clinical Chemistry, Washington, DC*

- Consult with content managers and other stakeholders to develop and execute online and media content for feature products and publications.
- Assist in CMS transfer of entire website from Sharepoint to Sitecore
- Write and edit content daily, including eNewsletters, press releases, products, journals, web banners, and editorial content for external sponsors and affiliates
- Establish and consult on company content style guides
- Champion Search Engine Optimization (SEO) initiatives across AACC sites.
- Updating and assigning images and other metadata to pages

### **Marketing Coordinator**

*2012 – 2014, Primary Care Specialists, Norfolk, VA*

- Wrote and developed marketing collateral including brochures, posters, direct mail, eNewsletters, contests, video, and trade show booth signage using Word, PageMaker, Publisher, Photoshop, and Final Cut Pro

- Directed all internet marketing activities: email marketing, social media, affiliates, link building, SEO, and blogging efforts
- Conducted market and competitive research & created specifically targeted advertising campaigns
- Collaborate on the executive decision making process
- Assist in the collection, analysis evaluation, interpretation and implementation of policies, data, trends and financial programs.
- Served as a liaison to counterpart organizations to establish mutually cooperative working relationships
- Copy editing and document formatting as required
- Independently developed, pitched and produced monthly creative marketing strategies
- Managed departmental content deadlines and liaised with print and web graphic designers, developers, media producers
- Strategically obtained funding and sponsorships for programs

## **Ecommerce Director / Product Manager / Lead Content Specialist**

**2012 – 2014, Ek-lec-tik.com, Norfolk, VA**

- Managed ecommerce department and all internet marketing efforts for ecommerce division with aggressive growth goals and full P&L responsibility.
- Directed all other internet marketing activities: email marketing, social media, affiliates, link building, SEO, and blogging efforts.
- Directed web development activities for company store eCommerce and sales incentive/loyalty websites
- Conducted research and reviewed analytics (Google Analytics)
- Directed all aspects of eCommerce product including a detailed product road map
- Direct merchandising: images, copy, keywords, promotions, pricing, etc
- Direct product development: brainstorming, development, launch, and promotions
- Direct customer service: LivePerson, feedback, tickets, phone and email support
- Managed clients' expectations via weekly conference calls and in-person meetings
- Made presentations, wrote proposals and worked on large company accounts
- Managed support and sales staff of seven.

## **Editor-In-Chief, Online Publishing Division**

**2011- 2014, TheEclecticSocietyMovement.com / Jenewby.com**

- Responsible for the best leveraging creative elements, technology, development resources to build revenue-generating web content
- Managed all website projects from concept and proposal to completion
- Led a team of eight writers, designers and developers
- Hired and managed a portfolio of long-term freelance writers
- Created compelling proposals and conducted in depth market research and trend spotting for new and existing sites
- Spearheaded the integration of eNewsletters into Publishing division
- Provided best practice tutorials for eNewsletters programs to all Editorial and Business Development
- Worked with in-house media and video team to produce video and viral digital content
- Created all corporate websites, developed tradeshow booth and collateral
- Contributed to 'Eclectic' Publishing blogs and forums regularly
- Managed and developed traffic reports based on impressions, revenue, CTR, Google Analytics

## **Freelance Writer, Online Publishing Division**

**2012 – Current, Jukeboxdc.com, Washington, DC**

- Conducted original research and wrote assigned content for various topics including music, art, and culture.
- Followed in-house editorial, formatting and style guidelines
- Submitted weekly quota of 4-6 articles per week while working full-time.

## **Freelance Web Designer**

**2012 - Current**

- Develop search engine optimized web and graphic designs and redesigns. Responsible for regular maintenance and updates to each website. Social Media setup and linking. Training and online marketing services as needed.

## **Education**

Thomas Jefferson School of Law  
**Juris Doctor** (*Concentrated: Intellectual Property*)

San Diego, CA  
May 2012

American University  
**Washington Semester Program** (*Public Law*)

Washington, DC  
December 2008

North Carolina A&T State University  
**B.A., Business Management/Administration**  
(*graduated with highest honors: Summa Cum Laude*)

Greensboro, NC  
May 2008

## Relevant Courses

Coder Foundry (Coding Bootcamp - .NET / Full Stack )

Marketing 1 & II

Codeacademy HTML & CSS

Codeacademy Javascript

Codeacademy jQuery