

KAREN B. NEWMAN

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EMPLOYMENT HISTORY

Tiffany & Co., New York, NY (October 2008 – present)

Copywriter, Interactive Media

- Create compelling promotional copy for global Tiffany.com sites and email marketing
- Develop marketing collateral for online and print advertising campaigns
- Lead brainstorming sessions with art directors and producers to conceptualize dynamic campaigns and site content
- Manage and create content across all social media platforms including Facebook, Twitter and YouTube
- Head Tiffany's naming committee: liaise with legal, merchandising and executive management to name all new products / collections
- Present copy and concepts to senior management including the Chief Marketing Officer on a weekly basis
- Oversee junior and freelance copywriters

Louis Vuitton Moët Hennessy, New York, NY (May 2007 – October 2008)

Interactive Media and Innovations Manager

- Created and maintained (writing, researching, editing, design) an internal website for all Moët Hennessy employees to provide timely and relevant trends and news to leverage sales, PR and marketing opportunities
- Wrote a targeted e-newsletter for various brand teams
- Delivered monthly topical presentations on social media at Marketing-Communication meetings
- Advised brand teams on web initiatives and social media strategy
- Worked with the head of marketing in France to foster global media and marketing strategy synergy

MTP Investment Group, New York, NY (January 2006 – May 2007)

Corporate Communications Writer/Manager

- Wrote and edited all media, legal, and business documents
- Oversaw all corporate communication

Life & Style Weekly, Bauer Publishing, Englewood Cliffs, NJ (Jan 2005 – September 2005)

Beauty and Fitness Writer

- Wrote all articles relating to beauty and fitness throughout the magazine
- Brainstormed and pitched story ideas and researched industry news and trends
- Interviewed experts and celebrities
- Covered red carpet events for publication

The Daily, an IMG publication, New York, NY (June 2004 – January 2005)

Online Editor

- Managed the daily website including content selection, editing all stories and posting articles via a CMS
- Wrote fashion features, news (fashion and media) articles and event roundups
- For the Fashion Week print issues, responsibilities included both reporting and copy editing.

Katrillion Media, Fort Lee, NJ (November 2000 - October 2002)

Online Writer/Editor; Katrillion.com

Consumer Eyes, Inc. New York, NY (September 1999 - November 2000)

Project Manager for this Marketing/Consulting firm specializing in new product development

EDUCATION

Binghamton University, State University of New York, May, 1999

Bachelor of Arts, Overall GPA: 3.7 Major GPA: 3.9

Honors: Graduated Magna Cum Laude, Golden Key National Honor Society