
New Media, Digital Communication Arts Undergraduate Major
Oregon State University, College of Liberal Arts

Completed June 2011

Scholarship Director | Non-profit fundraising organizer
Kelly Christensen Memorial Scholarship

March 2013 - 2022

○ Digital Creation Lead | Project management Nike apparel studio

NIKE contract with MINDLANCE

March 2022 - August 2022

- Project manage digital product assets with Nike Kids apparel design team in Adobe Illustrator.
- Assign, track and manage daily content management tasks with Wrike, Excel, Smartsheets, and Miro.
- Troubleshoot clarifying questions with cross-functional design team members in Slack and Zoom.
- Accountable for managing and coordinating updates between product partners and studio image artists.
- Provided analytical data to studio leads, managed deadlines for the design team, and negotiated timelines.
- Developed database visibility projects and SOP documentation with partners to resolve change-log errors.
- Advocate for team workflow needs when negotiating calendar gates with studio partners.
- Maintain the accuracy and availability of apparel product images in a CMS.

○ Content Marketing Director | Email marketing, media production, content strategy

HUNSAKER DENTAL

November 2020 - March 2022

- Content administrator, including web, retail, social, SEO, e-mail, and events.
- Managed contractors and organized content production workflows and budgets.
- Compiled marketing research and coordinated marketing meetings and reporting.
- Digital publisher familiar with InDesign, Canva, Amazon and Apple Books, iTunes Connect.
- WordPress development, content writing, and media management with Adobe Experience Manager.
- Distributed communications utilizing CRM database, Mailchimp, Facebook, Instagram, and Twitter.

○ Creative Lead | Image style editor, content manager, team supervisor

AIRBNB

October 2018 - April 2020

- Supervised media teams at vacation homes for showcase on Airbnb Plus.
- Coordinated with hosts to plan photo sessions and inspections.
- Managed photo team, and provided feedback and training.
- Supervised inspections to meet Airbnb Plus standards in design.
- Coordinated with Art Director to produce images consistent with the style guide.
- Slack team communication and remote work coordination experience.
- Remote digital asset management. FTP, CMS, Git, CRM, Lightroom, Bridge, Photoshop.

○ Media Specialist | Marketing media editor, Digital content manager

GUARANTY

September 2013 - August 2018

- Commercial image production for display marketing of recreational vehicles.
- Lead coordinator of on-location production and digital asset management.
- Oversaw visual marketing content, including web videos, retail billboards, social ads, and direct mail.
- Developed 360-degree VR AR walkthrough and virtual tour production workflow.
- WordPress website development and content management. HTML, CSS, XML experience.
- Content coordination of assets for recreational vehicles and Chevrolet automobiles.
- Copywriting and layout design of seasonal owner's onboarding print material.
- Experience with Canva Pro, Affinity Photo, Facebook Creator Studio, WordPress, Twitch, and OBS.

○ Marketing Coordinator | Web development and content design

PDG DESIGN

September 2012 - July 2013

- Project developer for a responsive PDG Design WordPress website.
- Designed and developed brand content and UI / UX wireframe layout for Giftmap.com.
- Presented work and built alignment around design direction and execution with key stakeholders.
- Strategic coordination with leadership to improve site SEO and digital marketing communications.
- Created a B2B marketing strategy generating influencer relationships for content on Twitter and Facebook.
- Produced marketing collateral, graphics, and video content for sales presentations and marketing.
- Experienced with Adobe Creative Suite, Photoshop, Lightroom, Premiere, Audition, and Indesign.
- ShootProof, SmugMug, WeTransfer, FTP uploading edited media and collections.

○ Program Manager | Jawbone Up team supervisor

JAWBONE

October 2011 - August 2012

- Lead QA program design discussions with cross-functional partners at Jawbone.
- Communicated UP band technical support program changes to a team of 40 + employees.
- Primary contact for UP band technical support program. Communicated results and expectations
- Supervised team workload, responsible for on-boarding and off-boarding
- Addressed customer technical support questions, and developed service strategy with partners.
- Created training material for new employees. Produced decision matrix workflow.
- Implemented one on one staff meetings for feedback and coaching.

○ Content Producer | Photo / Video editing, digital media strategy

DUTCH BROS. COFFEE

June 2010 - June 2011

- Camera operator, video editor for marketing, and internal training videos.
- Produced video content with product updates, video blogs, and instructional videos.
- Created motion graphics, in collaboration with the brand manager.
- Compression and encoding of video content for online use.
- Social media content management, content development - photo and video, graphic design.
- Responsible for maintaining a consistent digital asset management system and backups.
- Developed creative skills and workflows within the team of photographers and assistants.
- Maintained video equipment and video archive in Final Cut Pro / Adobe Premiere Pro.

○ Digital Technician | Technology and media administration

OREGON STATE UNIVERSITY ATHLETICS

August 2008 - June 2010

- Trained staff in computer software, e-mail, word processing, and database applications.
- Developed strategies for live athletic event digital statistics computer tech services.
- A+ and Network+ computer hardware and software troubleshooting experience.
- Networked workstations to campus domain and administrated active directory.
- Managed network administrative operations including server backup and user issues.
- Organized, uploaded, and created metadata for digital asset server.

Scan the QR code to view Billy Newman's portfolio and video reel.

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billynewmanphoto.com/cv

