

Charles Newman
214-300-8987
charles.newman17@gmail.com

OVERVIEW

Responsible, hard-working and talented entertainment professional seeking a creative or administrative position with a television, film or web based entertainment team.

WORK EXPERIENCE

KCET Link / PBS – Burbank, CA

June 2017 to October 2018

Member Services/Social Media Associate

Duties:

- Develop and execute mailings and social media releases for donors and viewers of KCETLink's service area.
- Handle viewer emails regarding programming, scheduling and donation inquiries, with roughly 2,000 viewer emails answered annually.
- Manage, promote and organize ticket sales and seating arrangements for KCET Cinema Series.
- Market and promote KCET "Thank-You" gifts and donations through phone, email and letter communication.
- Develop KCETLink promotional items and materials prior to rigid distribution deadline.
- Collect and analyze survey data for KCETLink promotions and advertising.

AXS TV (Mark Cuban Companies) – Dallas, TX

May 2016 to August 2016

Marketing Intern

Duties:

- Assessed over 450 subscription based videos of web shows, movies and television shows and created thousands of searchable tags so programming could be quickly located by all major search engines.
- Responsible for viewing soon-to-be released movies for Magnolia Pictures and writing the video-on-demand summaries used by major cable and internet providers offering the content to their subscribers for purchase.
- Provided a weekly report summarizing the sales and viewing trends for the dozens of web-steaming and YouTube channels owned and operated by AXS TV. The information was used to determine how to tailor tweets, manage content and create search tags designed to reach a broader audience.
- Managed a Twitter account for Magnolia Pictures' Horror-film based streaming site. Scheduled and created tweets, polls and articles to post on Twitter no less than 10 times a day.
- Developed a marketing program designed to encourage colleges to purchase subscriptions of Magnolia Pictures' documentary-based film service. Explored individual universities' budgets, demand for the service, and created plans to make the program affordable and effective.

University of Missouri – Columbia, MO

August 2014 to August 2016

Residential Assistant

TWFG Insurance – Richardson, TX

August 2012 to August 2014

Customer Service Representative

LEADERSHIP EXPERIENCE

MU Improv
Vice President

2013 to Present

KEY SKILLS

Proficient in: Microsoft Office, Outlook, Wordpress, Facebook, Twitter, Instagram, Adobe Photoshop, Premier, InDesign and SiteCatalyst, Final Cut Pro X, Ableton Live, Final Draft Pro and TweetDeck.

EDUCATION

University of Missouri
Bachelors of Journalism
May, 2017
GPA 3.00