

NAOMI L. ROTHWELL

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Senior communications leader with over 15 years' experience developing, researching and implementing large-scale, strategic, award-winning external and internal campaigns aimed at improving public perception of clients in the non-profit, corporate and political sectors.

CORCORAN SCHOOL OF THE ARTS AND DESIGN AT THE GEORGE WASHINGTON UNIVERSITY

Content Strategist

Washington, DC, September 2017 – present

- Directs, manages and implements internal and external communications and marketing for the school's 21 academic degrees, continuing education program, community engagement initiatives, high-profile events, exhibitions and performances.
- Oversees staff, communications to advisory board and donors, and strategic messaging across all publications, websites, media kits and videos.
- Develops, negotiates and analyzes the effectiveness of budgets for advertising and marketing campaigns across all seven divisions of the school.

Achievements:

- Redesigned and launched new website to better engage and inform constituents (prospective and current students, faculty, alumni and donors) through accurate, clear navigation, information and innovative event marketing.
- Increased positive press mentions for the school by 600% in one year. Highlights include overseeing the marketing and communications strategy for "Spiked," an exhibition of rejected cartoons by *ex-Pittsburgh Post-Gazette* cartoonist Rob Rogers, which received extensive coverage from *The Washington Post*, *The Hill*, *POLITICO*, *NPR's "1A,"* *Washingtonian*, etc.

NEW BLUE INTERACTIVE, *Senior Digital Strategist*

Washington, DC, April 2016 – September 2017

- Led teams on eight highly competitive political races, providing candidates with strategy from campaign launch to victory and raising more than \$1.5 million in 2016.
- Implemented strategic digital plans across social media advertising and email, successfully raising significant net-new fundraising dollars and building broader coalitions of overall support.
Work led to victories for Oregon governor Kate Brown (first openly LGBTQ female governor in U.S. history), mayor of Richmond Levar Stoney, and members of Congress Kyrsten Sinema, Tony Cardenas and Lisa Blunt Rochester.
- Rebuilt Senator Cory Booker's online advertising program by cutting email acquisition costs by 80%, acquiring six times the number of names with the same budget as in the previous year. The emails converted to high-quality donors, resulting in a higher and faster return on initial investment.
- Directed the digital campaign launch of mayoral candidate Levar Stoney, lauded by *Richmond Magazine* as an "orchestrated online blitz using social media and email solicitations."
- Led teams honored by *Campaigns & Elections* in their 2017 Reed Awards, winning three separate campaigns in best fundraising email creative.

BULLY PULPIT INTERACTIVE, *Senior Associate*

Washington, DC, October 2015 – April 2016

- Developed digital and public affairs solutions and multi-million dollar campaigns for leading energy provider Exelon.
- Executed media and communications strategy for several clients and led a team of designers, media planners and account managers to create ad campaigns and organic content, including out-of-home, high-impact display, video creative and sponsored content.
- Directed corporate management audits for non-profit and corporate clients to assess digital infrastructure.

VERACITY MEDIA, *Senior Digital Strategist*

Washington, DC, February 2014 – October 2015

- Delivered comprehensive digital strategy across website creation, social media and email marketing for top clients, including Congresswoman Doris Matsui, the New Leaders Council and the Campaign for Free College Tuition.
- Researched new clients and successfully signed on new business such as the Malala Fund.
- Co-created Women Lead, a series of on-the-ground seminars for women in politics to network and share practical tools and skills, with VoteRunLead.

NAOMI L. ROTHWELL CONT.

GREATER NYC FOR CHANGE, *Founder and Board President* New York, NY, December 2008 – February 2014

- Founded a grassroots organization that grew to 7,000 members, advocating for social justice in New York City, with a particular emphasis on national health care reform, statewide gun regulation, paid sick leave and living wage.
- Served as the board's representative on New York City's Health Care for America Now steering committee from 2008 to 2010, organizing over 50 events in support of health care reform, including two of the country's largest rallies.
- Wrote and developed all messaging for the organization, including press training for spokespeople who were then interviewed by local, national and international newspapers, magazines and TV shows. Coached surrogates for the organization on talking points prior to meetings with elected officials.
- Organized the Times Square Rally for Healthcare (August 2009) in conjunction with 80 progressive groups. Brought in elected officials to speak, such as Reps. Carolyn Maloney, Jerrold Nadler and Yvette Clark. Rally had over 1,000 attendees and achieved press coverage from *The New York Times*, *The Associated Press*, *NY1*, *The Huffington Post* and local outlets.
- Directed a digital media campaign via Twitter to call attention to the devastation caused by Hurricane Sandy, enlisting celebrities such as Spike Lee, Alec Baldwin, Mark Ruffalo, Leslie Mann and Neil Gaiman, whose combined posts reached 5.8 million followers.

MARK BRUCE INTERNATIONAL, *Executive Director* New York, NY, July 2007 – Jan. 2014

- Managed human resources, operations and communications at a legal recruiting firm that specialized in partner placements and law firm mergers.
- Commissioned brand building across the company's social media and advertising platforms. Managed all aspects of the company's general administration, staff development, mediation and compensation.
- Handled annual budget formulation and strategic planning for the firm.

HARPERCOLLINS, *Editorial Assistant*

New York, NY, May 2006 – May 2007

JOHN WILEY & SONS, INC., *Editorial Assistant*

Hoboken, NJ, Oct. 2003 – May 2006

Education

CORNELL UNIVERSITY, *B.A., May 2003*

Graduated summa cum laude / Major: English

NEW LEADERS COUNCIL, *2012*

SCHOOL OF VISUAL ARTS, *2007-2008*

Continuing education in illustration and painting

COLUMBIA UNIVERSITY, *2003*

Graduate School of Journalism – Publishing Certificate,
Columbia Publishing Course

Skills

LANGUAGES:

- Fluent in spoken Japanese and German

DIGITAL SKILLS:

Blue State Digital, NationBuilder, NGP VAN,
Action Network, Google AdWords, Facebook ads,
Twitter ads