Donald Newman

Savannah, Georgia, United States

[djnewman@sunwarner.com](mailto:djnewman@sunwarner.com) • 912.507.9705

LinkedIn Profile: <https://www.linkedin.com/in/dj-newman/>

Management Profile

*Experienced operations manager, digital marketer, and certified Marketo expert, with the proven ability to solve digital process and system issues.*

Areas of Expertise

Digital Marketing initiatives including Email Marketing & Marketing Automation

Information Technology | Marketing Operations Management | Project Management

Financial Analysis & Forecasts | Contract Negotiations | Onboarding & Training

Technical Skills

Adobe Photoshop **•** CSS, HTML and JavaScript **•** Cvent • Marketo • Salesforce.com

Microsoft (MS) Office and MS Excel • SAP • SharePoint •WordPress • VBA

Career Accomplishments

* Recently, implemented three enterprise SaaS software systems using advanced workflows that saved approximately $1.3M annually and solved several process challenges
* Improved overall business by revamping positions, department productivity and operations
* Saved approximately $1M annually through negotiation skills demonstrated with key contracts

Professional Experience

SunWarner, LLC Savannah, GA

**Owner** 2013 – Present

Consult on process redesign, change management, total quality management, digital marketing services, and IT support, solving complex IT and system integration issues for various clients.

*Key Accomplishments:*

* Executed several large-scale projects, which have entailed website development, logo creation, inventory and recipe management, and process redesign, for notable clients including: The Tin Fin (thetinfin.com), UTC Overseas, Savannah Candy Kitchen, and Wet Willies (wetwilliescareers.com)

Gulfstream Aerospace Corporation (2016 to 2020) Savannah, GA

**Senior Operations Analyst** 2017 – 2020

Managed marketing systems and various digital marketing initiatives including email marketing, lead generation, campaign and program development, performance metrics, integration of systems and processes, assets, and when necessary worked with vendors and agencies.

*Key Accomplishments:*

* Created comprehensive, dynamic Preference Center to enable customers and prospects to globally subscribe to various communications and update aircraft information (previously managed by several non-integrated systems and methods)
* Improved productivity and quality of work in a variety of departments, which included customer support, flight operations, new aircraft sales, and marketing, after implementing and administering modern SaaS software systems to replace legacy on-premise applications
* Provide timely Tier 3 support for SaaS software systems including Salesforce (225 users), Marketo (62 users), Cvent (95 users), and Workfront (110 users)

**Financial Analyst** 2016 – 2017

Prepared timely and accurate financial analyses and forecasts.

*Key Accomplishments:*

* Created advanced, integrated financial SharePoint sites for nine departments which allowed teams to develop budgets and identify causes of major variances in transactional reports
* Improved budget analyst position, making it more efficient

Live Oak Restaurants, LLC (2007 to 2016) Savannah, GA

**Chief Strategy Officer** 2013 – 2016

Moved into strategic role implementing new automated systems for streamlining processes in inventory management and accounting for multi-unit restaurant group with $23M revenue and 400+ employees.

*Key Accomplishments:*

* Saved approximately $1M annually through successful key contract negotiations
* Lowered costs by 11% upon designing, developing, and implementing budget system for eight restaurants

**Assistant General Manager** 2007 – 2013

Hired to assist with general management of business with annual revenue of $4M.

*Key Accomplishments:*

* Maintained 25% beverage cost, 32% food cost, and 21% labor cost by implementing budgeting and cost control procedures

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Additional career roles include **Assistant Manager** at Paula Deen’s Uncle Bubba’s Seafood and **Sales Merchandiser** at Coca-Cola Bottling Company

Education and Credentials

**Master of Business Administration (MBA), 2014**

**Bachelor of Business Administration, 2012**

South University, College of Business – Savannah, GA

Certifications:

Cvent Certified Event Management Professional, 2018 and 2020

Certified Marketo Expert, 2019

Project Management Professional, PMP Certification, PMI, 2018

Six Sigma Yellow Belt, Continuous Improvement Certifications, 2017

SharePoint Certification, Microsoft Certified Solutions Associate (MCSA), 2017

*Government Clearance*