

ANJA NEWCOMER

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PROFILE

Certified ANA Marketing Professional with background spanning HR, customer service, sales, product management, and marketing, showcasing strong leadership and innovative approaches. Fosters collaborative environments to drive team success and optimize business outcomes. Proven track record enhancing marketing initiatives. Transforming business insights and approaches for the future.

EDUCATION

University of Wisconsin-Madison, Wisconsin School of Business, Madison, WI **2025**
Master of Science in Business Analytics Candidate, Digital Marketing Specialization
• GPA: 4.0/4.0; Together Forward Merit Award (2023)

University of Wisconsin-Madison, Madison, WI **2023**
Bachelor of Business Administration in Marketing and Management and HR (Entrepreneurship)
• GPA: 3.2/4.0
• Goldman Sachs Award for Best Financial Performance (2023)
• American Marketing Association (2020 – 2023), WayForward Volunteer (2014 – 2024)
• Study Abroad in Milan, Italy (Spring 2023)

PROFESSIONAL EXPERIENCE

The Sub-Zero Group, Fitchburg, WI **05/23 – 09/24**
Manufactures and sells luxury kitchen appliances.

Product Launch Co-op

- Enhanced operational efficiency and maximized workflow by facilitating 9 product launches managing timelines, key deliverables, and messaging; uncovered inefficiencies and anticipated future needs for customers.
- Provided valuable insights informing decision making, project scopes, and strategies derived from research on feature and messaging competitive analyses to marketing department and external investors.
- Implemented and optimized best practices of Workfront crafting reports, templates, and programs to better manage active projects; created brand-new onboarding process and creative ways to illustrate reports.
- Collaborated with Marketing Email Operations and Digital Analytics teams to align cross-functional initiatives, developing leadership skills through cross training and onboarding new hires.

Kelly Scott Madison Media, Chicago, IL **05/22 – 09/22**
Media marketing agency.

Brand Engagement Intern

- Developed comprehensive spend analysis in Excel to track media spend and create actionable data-driven summary for future reallocation, formalizing tracking and reporting process for client and company.
- Curated 8 client facing decks showcasing on-site activations and promotional activities featuring key takeaways and insights from spend analysis to illustrate added value to clients and summarize team efficiency for projects.
- Fostered seamless cross-functional and external collaboration with creative and PR agencies, ensuring adherence to agreed-upon deadlines and objectives to track progress on promotional activities and coordinate marketing efforts.

Evergreen Healthcare Partners, Middleton, WI **10/21 – 08/22**
Consulting and advisory services to health systems.

Marketing Assistant

- Maintained client relations and administrative organization by executing precise data entry, procurement of essential supplies, and event planning.
- Strategized brand values and positioning to improve marketing efforts, compiling social media analyses on healthcare consulting competition to better understand competitive landscape.
- Crafted social media content on Instagram and LinkedIn using Canva and leveraged analytical tools to track performance metrics such as engagement and positioning accuracy.

CERTIFICATIONS & SKILLS

Software and Tools: Adobe Workfront (Admin User), Miro, Marketo, Jeto, Canva, SPSS, PowerPoint, Word (SOPs), Excel (Pivot Tables, V-Lookups Sort & Filter Data, Charts)

Certified ANA Marketing Professional (2024): Proof of in-depth knowledge of analytics tools and methodologies, crucial for making data-driven decisions and achieving measurable business outcomes in marketing initiatives.

ADDITIONAL INFORMATION

Languages: French (Conversational). Poshmark: Online Selling and Merchandise Marketing (2016 – Present).