

Adelaide Owens

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EXPERIENCE

MARKETING MANAGER | SOTHEBY'S REALTY - STEIN TEAM, #3 TEAM NATIONWIDE | NY, NY | 2023-Present

- Directs creative for all photoshoots, video shoots, virtual staging, and marketing collateral for the Stein Team, a top Sotheby's Realty team in Manhattan that sells in excess of \$200,000,000 of luxury real estate annually
- Manages, creates content, writes copy, and tracks analytics and SEO for all social media accounts and team website
- Designs print ads featured in Architectural Digest, The Wall Street Journal, and The New York Times
- Writes and designs monthly newsletters, weekly Eblasts, and custom agent emails for over 70,000 contacts
- Creates team branding, logos, and templates; Collaborates with agents on personal branding strategies
- Strategizes with Sotheby's PR team to bring high-profile and celebrity home listings to market
- Establishes a comprehensive marketing plan and budget; Tracks all costs, manages client billing, monitors ROI on all marketing initiatives, and collaborates with Sotheby's corporate accounting
- Planned and executed a direct mail campaign that led to the acquisition of a \$30,000,000 client

MARKETING GRAPHICS DESIGNER & COORDINATOR | HBO / HBO MAX / Warner Bros | NY, NY | 2020-2023

Prior Role: Consumer Marketing Intern at HBO / HBO Max | Summer 2019

- Managed overlapping deadlines and deliverables for over 50 unique graphics campaigns, including: The Last Of Us, Euphoria, The White Lotus, Hacks, Insecure, and Curb Your Enthusiasm
- Collaborated with a wide range of top ad agencies to meet team and brand needs, resulting in the timely delivery of on-platform, paid-platform, and social media campaigns
- Designed still and motion graphics for Emmy-winning programming in partnership with creative directors
- Wrote job descriptions, interviewed, onboarded, and managed 4 interns per year; Trained all new hires on the team
- Improved team workflows and productivity by working closely with the marketing operations director

MARKETING INTERN | REDPEPPER | NASHVILLE, TN | Summer 2018

- Developed social media brand strategy and created content reaching over 32,000 followers
- Researched for and wrote competitive brand analyses and created content for proposals for new clients

EDUCATION

EMORY UNIVERSITY | B.A., in Media Studies, Minor in Art History | 2016 - 2020

- Dean's List, Emma Bowen Foundation Fellow, Panhellenic Scholarship, Media and Film Studies Honors
- Taught university-wide classes in Adobe Photoshop, Premiere, and After Effects (2019-2020)
- Social Media Director of Emory's Black Student Magazine, which led to a 300% follower increase

CORE SKILLS

PROFESSIONAL: Marketing Strategy, Creative Direction, Project Management, Graphic and Motion Design, Digital Marketing, Copywriting, New Hire Onboarding, Employee Management, Email Marketing, Media Buying

SOFTWARE: Adobe InDesign, After Effects, Premiere Pro, Photoshop, Illustrator, Avid Media Composer, Microsoft Office, SharePoint, JIRA, Monday.com, Workplace, Shopify, Activepipe, Luxury Presence

SOCIAL MEDIA: Meta Business Suite, Instagram, Facebook, TikTok, Youtube, Pinterest, LinkedIn