

Kevin Howard

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Marketing Manager | Community Manager | Content Strategist

Results-driven Marketing Manager with a proven track record of creating high-impact content that drives audience engagement and achieves business goals for national and regional brands. Skilled in dynamic content strategies, community management, and marketing leadership.

EXPERIENCE

DAY PORTER, SERVICEMASTER BY ALLIANCE, Moorestown, NJ **4/2024-Present**

- Provided comprehensive cleaning services within the Operating Rooms and Pharmacy departments, ensuring a sterile and safe environment for patients and staff.
- Trained new cleaning personnel in proper cleaning procedures within the Pharmacy department, emphasizing daily, weekly, and monthly terminal cleaning standards.
- Efficiently replenished cleaning supplies to support seamless operations.
- Proficiently operated and maintained a variety of cleaning equipment, ensuring optimal performance and minimizing downtime.

VICE PRESIDENT OF COMMUNICATIONS (VOLUNTEER), AMERICAN MARKETING ASSOCIATION

PHILADELPHIA CHAPTER, Philadelphia, PA **7/2024-6/2025**

- Spearheaded a team of communications professionals to enhance brand awareness through strategic initiatives.
- Directed promotional strategies that elevated brand visibility and engagement.
- Collaborated closely with cross-functional teams within AMA Philadelphia to achieve internal goals for events and sponsorships.
- Built a strong service presence by leading AMA Philadelphia's community management efforts on social media and at in-person events.
- Developed comprehensive promotional, editorial, and social media calendars to optimize reach and engagement.

ASSOCIATE MARKETING MANAGER, DCI MARKETING, Camden, NJ **5/2022-5/2023**

- Served as Community Manager, moderating a content community of 6,000+ Subaru Ambassadors.
- Fostered conversations between the Subaru brand team and its target audience.
- Led and managed the production of the Subaru monthly Ambassador Journal e-newsletter.
- Created content in response to client requests for their Subaru Ambassadors.
- Generated compelling emails on upcoming events targeted to Ambassadors.
- Crafted the content strategy driving both the Subaru Ambassador Forums and Ambassador Journal.

CONTENT WRITER, ASSOCIATION HEADQUARTERS (AH), Mt. Laurel, NJ **3/2020-10/2021**

- Developed original content for clients, including executive summaries, white papers, and press releases.
- Created and hosted the "red chair series podcast," offering in-depth coverage of subjects relevant to association industry executives. Conducted or edited interviews with company experts.
- Generated story ideas for clients in coordination with the Director of Content and Creative.

- Copyedited client publications such as magazines, books, and websites.
- Co-authored the Virtual Event Planning Guide, which increased agency lead generation by 15% and won a 2020 CSIA International Service Excellence Award.

EDITOR, FOLLOW SOUTH JERSEY, Bridgeton, NJ

2/2019-10/2019

- Crafted original, engaging narratives that leveraged both research and interviews.
- Created a vibrant online presence for SNJ Today's social media landscape, including content specific to Facebook, Twitter, YouTube, and Instagram platforms.
- Meticulously copy-edited multiple stories daily.
- Curated content for the SNJToday.com website, broadening its appeal and accessibility to specific audiences.
- Sourced or approved additional stories for content appearing on SNJ Today's Multimedia Journalist.

SOCIAL MEDIA COORDINATOR, SNJ TODAY, Millville, NJ

8/2018-2/2019

- Managed SNJ Today's social media for 8,000+ followers on Facebook, Twitter, YouTube, and Instagram.
- Drove engagement by curating, scheduling, and publishing 15-20 social media posts daily.
- Apprised the News staff of breaking news stories appearing online.

ASSOCIATE CONTENT EDITOR, SNJ TODAY, Millville, NJ

2/2017-2/2019

- Conceived and wrote original articles featured weekly in SNJ Today print and digital properties.
- Developed the Arts and Entertainment Calendar to enhance visual appeal and informational value.
- Edited SNJ Today television scripts and news stories for SNJToday.com.
- Collaborated with colleagues to integrate videos into digital stories for the daily video newscast.

EDUCATION

ROWAN UNIVERSITY

Bachelor of Arts, Major in Journalism

Glassboro, NJ

2014-2016

SUSSEX COUNTY COMMUNITY COLLEGE

Associate of Arts, Major in Liberal Arts

Newton, NJ

2010-2013

Software

Content Management Systems (Frankly, WordPress, Wix) Search Engine Optimization (SEO), Customer Relationship Management (CRM), Event Promotions, iContact, ClickUp, Microsoft Office, Outlook, PowerPoint, Excel, Gmail, Google Docs, Google Meet, Google Drive, Hootsuite, Canva, Adobe InDesign, Adobe Photoshop, ProofHQ