



Dana Benton Newell

Benton Newell Communication

President and CEO

Get in touch!

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Specializations

- Social Media Management
- Digital Advertising
- Digital Marketing
- Public Speaking/Public Relations
- Content Marketing
- Journalistic Writing
- Leadership Training
- Strategic Planning

Dana Benton Newell is President and CEO of Benton Newell Communication, a full-service creative agency that offers marketing communications, digital advertising, social media, and SEO strategy. A decisive leader with proven success in new market identification and strategic positioning for small to large-sized businesses. She has established herself as a critical component in her clients' continued expansion, excelling in demanding environments while remaining pragmatic and focused. Her keen business acumen, innovative strategies, financial know-how, and reliable operations skills have taken her clients to the next level of increasing their business profitability and productivity.

During her storied 28-year career in providing vertical and horizontal growth consulting, Dana has directly overseen the operations of medical practices and multi-site home care facilities. As well as set up community-based medical centers, life sciences, biotech, and Ag companies. She has worked with a top five marketing and public relations agency, Edelman PR, launching products such as Lipitor and Viagra. Dana has also worked with blue-chip companies such as IBM, Bristol-Myers Squibb, and Ethicon Endo-Surgery. Moreover, she has acted in the role of CEO and COO building operations infrastructures for several start-ups by putting them into a position to be profitable.

Dana is a native New Yorker living in NC with her husband, Mark, a trauma surgeon, and two daughters, Morgan, a journalist for WBTV in Charlotte, NC, and Melani, a junior at UNC-Chapter Hill. Her passions include traveling, cooking, and family. She also enjoys reading, spending time with friends, and helping others see and achieve their dreams.