



JAY ADAMS

EXPERIENCED, PROVEN SOCIAL MEDIA &
DIGITAL MEDIA PROFESSIONAL



585-504-9769



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jayadamsdigital.com



jayadamsdigital

KEY SKILLS

Content Management
Social Media Management
Community Management
Team Leadership
Website Management
Metrics Analysis and Reporting
Content Production
Paid Social Media Advertising
Writing and Copywriting
Photography and Photo Editing
Copy Editing

EXPERTISE

Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Google Docs
Google Sheets
Facebook Business Manager
Facebook Ads Manager
Sprout Social
Asana

PROFESSIONAL PROFILE

Results-driven content professional with 10+ years of experience in digital and social media publishing, production and management and another six years in print. Successfully set organizational high marks in key digital and social media metrics through proven best practices for an NFL franchise, a large healthcare system and one of the South's newest travel destinations. Adept at developing campaign strategies, organizing and executing production and formulating distribution plans that reach and connect with audiences across digital platforms.

EXPERIENCE

SOCIAL MEDIA MANAGER

VisitGreenvilleSC, Greenville, SC | July 2018 – Present

Develop and apply social media strategy and execute daily social media publishing and engagement tactics to meet business goals of increasing awareness of and conversation around Greenville, SC as a top destination in the South.

- Improved return-on-investment by driving increases across all major social media metrics in 2019, including reach (+79% YOY), impressions (+39%) and link clicks (+159%) while reducing publishing by 44%.
- Accelerated adoption of official hashtag by social media audience through dedicated promotion to account for 1.5 million of 2.2 million lifetime uses.
- Earned one gold and two silver awards from industry-leading tourism organization in public relations, social media and video categories.
- Boosted content performance and media type diversity through management of \$100,000 annual budget for paid social media implementation and content creation resources.

SOCIAL MEDIA SPECIALIST

Piedmont Healthcare, Atlanta, GA | Nov. 2016 – June 2018

Programmed social media strategy for metro Atlanta healthcare system with focus on increasing patient volume and establishing customer service workflow for social media, resulting in recovery of more than 480 patient grievances in first year.

- Outperformed previous annual analytics highs with increases in impressions (+171% YOY), engagements (+125%) and link clicks (+78%).
- Crafted paid social media strategy to target new audiences, leading to 49% increase in follower growth in first full year.
- Designed and streamlined patient experience escalation process through social media, increasing total patient reviews on social media by 500%.
- Strengthened collaboration across departments to ensure social media approach supported service lines, entity needs and content goals.
- Routinely presented social media performance, learnings and analysis to C-suite of 11 hospitals and full healthcare system.

EDUCATION

MASTER OF ARTS, DIGITAL MEDIA

Syracuse University
2009-2010
GPA: 3.9

BACHELOR OF ARTS, COMMUNICATIONS/ JOURNALISM

St. John Fisher College
1999-2003

PORTFOLIO

A collection of work is available to view at jayadamsdigital.com

EXPERIENCE - CONTINUED

MANAGER OF SOCIAL AND DIGITAL CONTENT

Atlanta Falcons, Atlanta, GA | July 2010-Aug. 2016

Orchestrated production of all social and digital media content for Atlanta Falcons and Mercedes-Benz Stadium. Mentored a content production team of one full-time, one intern and two part-time direct reports.

- Propelled Atlanta Falcons website and social media metrics to top-5 rankings in the NFL in five of six seasons.
- Increased Facebook Page audience from less than 50,000 to almost 500,000 in first year through organic and paid social media tactics.
- Doubled Instagram followers in one season through developing and administering strategy that prioritized content quality standards.
- Led weekly staff content meetings to discuss storylines and determine content deliverables and deadlines for the week ahead.
- Attained recognition as a top-3 NFL team Twitter account on Sports Illustrated's "Social 100" list in 2015.
- Inspired positive headlines from national sports publications, including ESPN, CBS Sports, Washington Post and more, for Twitter tactics.
- Earned national media and NFL-wide attention as co-creator and producer of a first-of-its-kind weekly locker room talk show called "D-Block."

OTHER RELEVANT EXPERIENCE

SOCIAL MEDIA CONSULTANT (FREELANCE)

Corey Taylor (internationally-renowned musician, actor, author)
2019-Present - Remote

ASSISTANT SPORTS EDITOR

The Macon Telegraph
2007-2009 - Macon, GA

SPORTS WRITER

Savannah Morning News
2006-2007 - Savannah, GA

SPORTS WRITER

The Albany Herald
2004-2006 - Albany, GA