



# JAY ADAMS

JAYADAMSDIGITAL.COM

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## KEY SKILLS

Content Management & Marketing  
Social Media Management  
Paid Social Media Advertising  
Community Management  
Team Leadership  
Website Management  
Metrics Analysis and Reporting  
Content Production  
Graphic Design  
Video Editing  
Animation  
Writing and Copywriting  
Photography and Photo Editing  
Copywriting  
Copy Editing

## EXPERTISE

Adobe - Photoshop, Illustrator, Premiere Pro, After Effects, Lightroom, Media Encoder  
Paid Social Media Tools  
Sprout Social  
Hootsuite  
HubSpot  
Later  
Microsoft Office  
Google Products  
Asana  
Monday

## PROFESSIONAL PROFILE

Results-driven content professional with 10+ years of experience in digital and social media publishing, production, marketing and management in professional sports, healthcare, tourism and travel industries, and an additional six years in print journalism.

## EXPERIENCE

### SOCIAL MEDIA CONSULTANT

Dots & Lines, Inc., Remote | May 2021-Present

Build, establish and execute all-new social media service offerings for content marketing and PR agency with 10+ clients in the business travel industry.

- Create holistic and campaign-specific social media strategies for clients with varied goals and needs.
- Design and produce social media content for clients, including social media graphics, email and web headers, video, gifs and animations.
- Copywrite captions, taglines and headlines.
- Copy editing white papers, email copy and other documents, as needed.
- Write press releases, blogs and articles, as needed.

### SOCIAL MEDIA MANAGER

VisitGreenvilleSC, Greenville, SC | July 2018-May 2021

Developed and executed holistic social media strategy to meet business goals of increasing awareness of and conversation about Greenville, SC as a top destination in the South.

- Drove increases across all major social media metrics in first full year, including reach (+79% YOY), impressions (+39%) and website traffic (+159%) while reducing publishing volume by 44%.
- Set organizational high marks for new social media followers and maintained a 37% audience growth rate in three years.
- Fostered use of official hashtag by implementing dedicated promotion strategy, accounting for 1.5 million of 2.2 million lifetime hashtag 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 social media budget each year.
- Write press releases, blogs and articles, as needed.

### SOCIAL MEDIA SPECIALIST

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

Designed social media strategy for metro Atlanta healthcare system with focus on increasing patient volume and establishing customer service escalation for social media, increasing online review-to-recovery rate by 480%.

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## EDUCATION

### MASTER OF ARTS, DIGITAL MEDIA

Syracuse University  
2009-2010  
GPA: 3.9

### BACHELOR OF ARTS, COMMUNICATIONS/ JOURNALISM

St. John Fisher College  
1999-2003

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## PORTFOLIO

A collection of work is available to view at [jayadamsdigital.com](http://jayadamsdigital.com)

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## EXPERIENCE - CONTINUED

- Implemented a strategy that produced social media metrics increases in impressions (+171% YOY), engagements (+125%) and web traffic (+78%).
- Grew total social media following by 49%.
- Worked across departments to establish a patient experience escalation process that served to connect patients leaving social media and other online reviews to patient experience specialists for service recovery.
- Routinely presented social media performance, learnings, metrics and suggestions to system-wide C-suite.

### 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 report, one intern and two part-time direct reports.

- Established Falcons as a top social and digital media franchise in the NFL, overseeing top 5 finishes in major metrics categories across the league in five of six seasons with the organization.
- Increased Facebook Page audience from less than 50,000 to nearly 500,000 — a 900% increase — in first year through organic and paid social media tactics.
- Doubled Instagram followers in 2015 through development of strategy that prioritized high-quality content standards.
- Served as on-camera personality and podcast host for the team, which included interviewing players and front office personnel, performing scripted stand-ups and guiding show formats.
- Directed weekly staff content meetings that included video and PR departments to set storylines and determine content deliverables and deadlines for the coming week.
- Earned recognition from Sports Illustrated in 2015 as a top-3 NFL team Twitter account on the outlet's "Social 100" list.
- Produced attention-getting social media content, voice and tone that resulted in positive press headlines from national publications, including ESPN, CBS Sports, Washington Post and more.
- Earned national media and NFL-wide attention as a co-creator and producer of a first-of-its-kind weekly locker room talk show.

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## 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