

JAY ADAMS

P: (585) 504-9769 • jayadamsdigital@gmail.com • jayadamsdigital.com

• SENIOR DIGITAL & SOCIAL MEDIA PROFESSIONAL •

PROFESSIONAL SUMMARY

Driven senior digital and social media content professional with more than 12 years of experience implementing established industry strategies to produce results that support business goals. Award-winning thought leader with keen interpersonal, leadership and organizational skills and a talent for expertly producing and managing large volumes of high-quality multichannel content.

AREAS OF EXPERTISE

- Content Management, Strategy & Production
- Social Media Management, Strategy & Production
- Website Management
- Team Leadership
- Paid Social Media Advertising
- Copywriting & Editing
- Analytics & Reporting
- Community Management
- Photography & Editing
- Video Production

PROFESSIONAL EXPERIENCE

Digital Media & Social Media Freelancer • Remote • Aug. 2022-Present

- Boosting awareness, engagement, website traffic and revenue for a roster of clients through customized strategies informed by business and campaign objectives.
- Delivering a total reach of 20.5+ million people, 2.75+ million engagements and 13.3+ million video views during an organic social media album awareness campaign for a music industry client with more than 7.8 million total followers.
- Increasing social media-driven ecommerce site sessions by 948% and generating a 117% profit through a paid Facebook/Meta ads merchandise campaign for an entertainment client.

Social Media Consultant • Dots & Lines, Inc. • Remote • May 2021-Aug. 2022

- Introduced new revenue opportunities by spearheading the development and integration of social media service offerings for a marketing and PR agency with established clientele.
- Produced and deployed comprehensive, tailored social media strategies directly aligned with individual needs and goals of clients.
- Added value to service offerings by copywriting and editing captions, taglines, headlines, email, press releases, landing pages, blogs, articles, white papers and other documents as assigned.

Social Media Manager • VisitGreenvilleSC • Greenville, SC • July 2018-May 2021

- Grew total social media audience by 62% and produced three-year increases in reach (79%), impressions (39%) and website traffic (159%) through consistent strategy implementation.
- Reduced time and resources required to program social media channels after performing a thorough audit of active platforms and creating a data-informed content strategy that decreased publishing volume by 44% while annually exceeding all key performance indicator benchmarks.
- Expanded social media audience uses of the organization's official hashtag through awareness campaigns that produced 1.7+ million hashtagged posts, a three-year increase of 338%.
- Optimized content performance through implementing paid ad campaigns and leveraged freelance resources to diversify media by owning and managing a \$100K annual social media budget.

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- Awarded three honors for exceptional performance in social media, video production and public relations by Hospitality Sales and Marketing Association International (HSMAI).

Social Media Specialist • Piedmont Healthcare • Atlanta • Nov. 2016-June 2018

- Produced YOY increases in total following (49%), impressions (171%), engagements (125%) and link clicks (78%) through content strategies that prioritized human interest storytelling.
- Boosted review-to-recovery rate by 480% by establishing system-wide strategy and process to connect social media reviews with patient experience representatives.
- Improved social media sharing opportunities through empowering PR teams at each hospital to identify and create social media-friendly content by establishing weekly editorial meetings.
- Accelerated C-suite decision-making by presenting social media performance metrics, analysis, recommendations, vulnerabilities and other key information during regular meetings.

Manager of Social and Digital Content • Atlanta Falcons • July 2010-Aug. 2016

- Mobilized a production team consisting of five direct reports and eight dotted line reports to ensure publication of daily best-in-class digital content.
- Propelled team web and social media properties from last place to top-5 finishes among NFL teams in all KPI rankings in five consecutive years through productive team leadership and revolutionary content strategies that are now common industry practices.
- Accelerated Facebook audience growth by 900% in first year, a gain of 450,000+ new followers, using strategy-directed organic and paid social media tactics.
- Achieved a top-3 ranking among NFL team Twitter accounts by Sports Illustrated in 2015 for spearheading a significant strategic shift in platform voice and tone that made the Falcons part of a small group of official team accounts driving an evolution in pro sports social media.
- Generated positive global media attention for outstanding website and social media content from ESPN, CBS Sports, The Washington Post and other esteemed publications.

ADDITIONAL EXPERIENCE

- **Assistant Sports Editor**, *The Macon Telegraph*, June 2007-June 2009
- **Sports Writer**, *Savannah Morning News*, Aug. 2006-June 2007
- **Sports Writer**, *The Albany Herald*, Feb. 2004-June 2006

EDUCATION

Master of Arts (M.A.) • Digital Media & Online Journalism

- Syracuse University, 2010 – GPA: 3.9

Bachelor of Arts (B.A.) • Communications & Journalism

- St. John Fisher College, 2003

TECHNICAL SKILLS

- **Social Media Management:** Facebook, Instagram, YouTube, Twitter, TikTok, Snapchat, Reddit, Pinterest, Sprout Social, Social Studio, Buffer, HubSpot, Hootsuite
- **Website Management:** WordPress, HubSpot, Google Analytics
- **Creative Programs:** Adobe CC (Photoshop, Lightroom, After Effects, Premiere Pro), Canva
- **Misc.:** SEO, AP Style, Asana, Monday