



JAY ADAMS



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www.jayadamsdigital.com

CORE COMPETENCIES

Content Management
Content Production
Social Media Management
Strategy Development
Audience Engagement
Website Management
Team Leadership
Data Analysis & Reporting
Paid Social Media Ads
Copywriting
Copy Editing
Graphic Design
Photography & Editing
Video Editing
Basic Animation

TECHNICAL SKILLS

Adobe Creative Suite
Photoshop
Lightroom
Illustrator
Premiere Pro
After Effects

PROFESSIONAL SUMMARY

- Proven digital and social media professional with 12+ years of experience aligning established industry strategies with business objectives to produce results that support organizational goals.
- Award-winning thought leader adept at: crafting and deploying curated digital and social media strategies; producing and managing large volumes of high-quality on-brand content; working across departments to serve key stakeholders with varying objectives; and establishing and maintaining trust-based client and C-suite relationships.
- Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills, as well as budget management, strategic planning and resource allocation expertise.

EXPERIENCE

SOCIAL MEDIA CONSULTANT

Dots & Lines Inc. — Remote — May 2021-Aug. 2022

Boutique marketing and PR agency in the business travel industry

- Spearheaded the development and integration of social media service offerings for a marketing and PR agency with established clientele.
- Shaped the successful creation and deployment of comprehensive, tailored social media strategies aligned with individual needs and goals of clients, such as Zeno by Serko and Campbell Travel.
- Maintained responsibility for copywriting and copyediting captions, taglines, blogs, emails, headlines, white papers, and other documents.
- Assessed social media analytics to identify strengths and inform strategic adjustments within areas needing improvement.
- Presented social media strategy and campaign results to client C-suite and leadership personnel.

SOCIAL MEDIA MANAGER

VisitGreenvilleSC — Greenville, SC — July 2018-May 2021

Official marketing organization charged with driving increased tourism to Greenville, South Carolina

- Devised and deployed holistic social media strategy to position Greenville, SC as a top tourism destination in the southern United States.
- Implemented daily and campaign-specific tactics that produced significant YOY increases in reach (79%), impressions (39%), and social media-driven website traffic (159%) while improving ROI by decreasing publishing volume 44% through prioritizing high-quality content.
- Utilized paid social media advertising and consistent organic social media scheduling to grow the total social media audience by 37%.



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Organic & Paid Social Media

Facebook

Instagram

YouTube

Twitter

TikTok

Snapchat

Reddit

Pinterest

Social Media Management

Sprout Social

Social Studio

Buffer

HubSpot

Hootsuite

Later

eClincher

Google Business

Drive

Docs

Sheets

Slides

Project Management

Asana

Monday

- Fostered 1.5 million of 2.2 million lifetime uses of the organization's official hashtag, #yeahTHATgreenville.
- Recognized for exceptional performance in social media, video production, and public relations categories with one gold and two silver Adrian Awards, presented annually by Hospitality Sales and Marketing Association International (HSMAI), a leading global organization representing segments of the hospitality industry.
- Owned and maintained a \$100,000 annual social media budget to optimize content performance using paid social media advertising and diversify content production by employing a stable of freelance resources.
- Managed comprehensive content calendar to organize and communicate social media publishing efforts to all key stakeholders.
- Conducted multiple full-capacity seminars to present social media best practices and strategies to Greenville, SC business owners and leaders.

SOCIAL MEDIA SPECIALIST

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

Georgia's largest healthcare system with 22 hospitals and 1,400 locations

- Established system-wide strategy and process to connect online and social media reviews with patient experience representatives, boosting review-to-recovery rate by 480%.
- Accelerated social media growth as the full system's only social media resource through proven strategies and tactics, resulting in YOY increases in impressions (171%), engagements (125%), website traffic (78%), and total following (49%).
- Aligned objectives and bridged communications with cross-functional teams to meet the needs and goals of all system departments.
- Influenced decision-making by presenting social media performance, metrics, best practices, recommendations, and other key data to C-suite.

MANAGER OF SOCIAL AND DIGITAL CONTENT

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

- Headed the production of all social media and digital media content for the Atlanta Falcons and Mercedes-Benz Stadium, successfully achieving top-five finishes in all major KPIs among all 32 NFL teams in five straight seasons and establishing the team as an elite social and digital media presence in the league.
- Contributed to operational excellence by mentoring and directing a content production team consisting of one FTE, one intern, and two PTEs with dotted lines to a video production crew of two FTEs and two interns.
- Generated 900% increase in Facebook audience, from 50,000 to 500,000, in first year and doubled the franchise's Instagram following in 2015 through quality-focused content publishing strategies.
- Leveraged a strong, versatile skill set to serve as an on-camera personality and podcast host, a role that included interviewing players and front-office personnel, as well as performing scripted stand-ups for Atlanta Falcons digital and in-stadium properties and television partners.
- Recognized by Sports Illustrated on its 2015 Social 100 list as a top-3 NFL team Twitter account after spearheading a significant strategic shift in platform voice and tone, making the Falcons part of a small group of official team accounts driving the evolution of what is now a ubiquitous approach to social media engagement in the sports industry.
- Garnered positive global media attention by producing social media content considered to be trailblazing at the time for voice and tone standards, earning headlines from ESPN, CBS Sports, The Washington Post, and other esteemed publications.



- Advocated for the successful elimination of an antiquated franchise policy that was a barrier to hiring women in the digital media department through detailed research and informed presentation to team leadership, resulting in women employees being given access to the player locker room during scheduled media access periods.

ADDITIONAL EXPERIENCE

SOCIAL MEDIA CONSULTANT

Corey Taylor (Musician/Actor/Author) — Sept. 2019-Present

ASSISTANT SPORTS EDITOR

The Telegraph — Macon, GA — June 2007-June 2009

SPORTS WRITER

Savannah Morning News — Savannah, GA — Aug. 2006-June 2007

SPORTS WRITER

The Albany Herald — Albany, GA — Feb. 2004-June 2006

EDUCATION

MASTER OF ARTS (M.A.) IN DIGITAL MEDIA, 2010

Syracuse University — Syracuse, NY — GPA: 3.9

BACHELOR OF ARTS (B.A.) IN MASS COMMUNICATIONS, 2003

St. John Fisher College — Rochester, NY



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PORTFOLIO

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