

JAY ADAMS

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

PROFESSIONAL SUMMARY

Accomplished senior digital and social media professional with more than 12 years of experience developing, managing and executing innovative and effective content strategies to produce results that support business goals. Demonstrated acumen in orchestrating and overseeing the content production lifecycle for teams of varying sizes in addition to managing projects and maintaining content calendars. Trusted change agent successful in transforming content operations to establish efficient workflows, a standard of work and engaging content programs that serve cross-functional needs and priorities. Eager self-starter, collaborator and relationship-builder with the character and credibility to effectively communicate across all areas of business.

AREAS OF EXPERTISE

- Content Management, Strategy & Production
- Social Media Management, Strategy & Production
- Website Management
- B2C & B2B Content Marketing
- Team Leadership
- Paid Social Media Advertising
- Storytelling
- Copywriting & Editing
- Data Analysis & Reporting
- Community Management
- Influencer Management
- Graphic Design
- Presentations
- 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.

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- Expanded social media audience uses of the organization's official hashtag through awareness campaigns that produced 1.7+ million hashtagged posts, an 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.
- 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

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SKILLS

- **Social Media:** Facebook, Instagram, YouTube, LinkedIn, Twitter, TikTok, Snapchat, Reddit, Pinterest, Sprout Social, Salesforce Social Studio, Buffer, HubSpot, Hootsuite, Later
- **Paid Advertising:** Meta Business Suite, Facebook Ads Manager, Google Ads, Google Display, TikTok Ads, LinkedIn Ads
- **Web Content:** WordPress, HubSpot, Wix, Google Analytics, Shopify, Search Engine Optimization (SEO), Keyword Research, Research Skills, AP Style
- **Visual Content:** Adobe Creative Cloud (Photoshop, Lightroom, After Effects, Premiere Pro), Canva, Behance
- **Project Management:** Asana, Monday
- **Administrative Tools:** Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams), Google Business (Gmail, Google Calendars, Google Meet, Google Chat), Google Drive (Docs, Sheets, Slides), Slack, Zoom