

JAY ADAMS

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WORK EXPERIENCE

PIEDMONT HEALTHCARE | SOCIAL MEDIA SPECIALIST | NOV. 2016-PRESENT

- Overseeing, creating, and implementing social media strategy and daily social media content that aligns with marketing and system goals of awareness and volume.
- Collaborating across departments to ensure social media strategies and tactics support public relations, service lines, entity needs, and content goals.
- Managing ongoing social media calendars and analytics reports to keep key stakeholders within the system informed of social media expectations and performance.
- Managing and implementing paid social media strategies and tactics through Facebook Power Editor, leading to 49% increase in platform growth in 2017.

ATLANTA FALCONS | MANAGER OF DIGITAL AND SOCIAL CONTENT | 2011-2016 **ATLANTA FALCONS | DIGITAL MEDIA PRODUCER | 2010-2011**

- Oversaw ideation, production and execution of all content for all Atlanta Falcons digital media and social media properties. Managed a team of 3 content creators, programmed content schedule to reach key marketing and editorial goals in mobile, web and social media, and served as Editor-in-Chief of all digital media content.
- Used unique and authentic social media voice, backed by strategy and research, resulting in recognition as Sports Illustrated's 3rd best NFL team Twitter account in 2015.
- Led creation of compelling written web content, placing Falcons digital media properties in the top 5 across NFL in several KPIs.
- Earned top 5 rankings in NFL's major KPIs for social content, including Facebook fan growth for three straight seasons.
- Created strategy around compelling, high-impact photos with goal of evoking emotional response, resulting in more than doubling the Falcons' Instagram follower count in 1 year.
- Grew key demographic of millennials by earning internal support through research and education, pushing toward adoption of younger voice focused on popular culture and use and creation of GIFs and memes.

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- Approached and executed feature, news, and blog content from a journalistic foundation, rooted in finding unconventional angles for stories.
- Led a weekly content meeting attended by all content contributors to discuss upcoming storylines and ideas, resulting in organization and efficiency in content creation and management.
- Organized and executed all paid social media requests for organization, routinely resulting in need to end campaigns early due to sign-up capacity or complete sale of products.

MACON TELEGRAPH | ASSISTANT SPORTS EDITOR | 2007-2009

- Assisted in managing full-time staff up to 9 people, focused on developing story ideas, setting deadlines, and determining section placement and prominence of stories.
- Led and managed freelancer program to identify and hire talented writers.
- Researched and discovered untold stories, focusing on long-form features for special Sunday editions.
- Wrote, designed, and copy-edited under tight deadlines.

SAVANNAH MORNING NEWS | SPORTS WRITER | 2006-2007

- Served as high school sports beat writer. Covered all athletics at 50+ schools in Greater Savannah area.

THE ALBANY HERALD | SPORTS WRITER | 2004-2006

- Covered all athletics at 30 high schools in Southwest Georgia as the high school sports writer.

EDUCATION

MASTER OF ARTS | SYRACUSE UNIVERSITY | 2009-2010

- Magazine, Newspaper and Online Journalism with focus in digital and social media.

BACHELOR OF ARTS | ST. JOHN FISHER COLLEGE | 1999-2003

- Communications/Journalism with focus on sports journalism.

WORK SAMPLES

- Writing, social, photo, and video samples available at jayadamsdigital.com