

# JAY ADAMS

585.504.9769 | jayadams7070@gmail.com | www.jayadamsdigital.com | linkedin.com/in/jayadamsdigital

## PROFESSIONAL SUMMARY

Seasoned, highly-motivated social media manager with 10+ years of experience in digital and social media publishing, content creation and management. Adept at developing strategies, ideas and distribution plans that reach and connect with audiences across all digital platforms. Successfully built foundational digital media content production and publishing structures for an NFL team, a large healthcare system and one of the hottest travel destinations in the South.

## AREAS OF EXPERTISE

- Digital Content Management
- Digital and Social Media Strategy
- Community Management
- Social Media Management Platforms
- Paid Social Media Advertising
- Photography and Photo Editing
- Copy Editing
- Team Management
- Web and Social Media Analytics
- Social Media Management
- Budget Management
- Content Creation and Calendaring
- Writing and Copywriting
- Video Production

## WORK EXPERIENCE

### VISITGREENVILLESC — GREENVILLE, SC SOCIAL MEDIA MANAGER, JULY 2018-PRESENT

Producing social media strategy and executing daily social media tactics to meet marketing and organizational goals of increasing awareness of and engagement around Greenville, SC as a top destination in the South.

- Successfully set organization high marks in reaching more than 47 million people, and fostering more than 1.5 million engagements and 415,000 official hashtag uses in 2019.
- Grew total social media following by 22% in 2019, including Facebook following by 52%.
- Managing budget of \$100,000+ for paid social media strategy implementation, social media and content management platforms, and content creation contractors.
- Scaled social media content creation and publishing processes through content audit, platform evaluation and content management system integration to increase efficiency, resulting in creating 1,600 fewer posts per year while significantly increasing all major KPIs across all social media platforms.
- Earned two silver awards from HSMAI Adrian Awards in social media and video categories for production of a Harlem Globetrotters trick shot off an iconic Greenville bridge; and one gold award for video production documenting behind-the-scenes of TODAY Show visit.

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## **PIEDMONT HEALTHCARE — ATLANTA, GA** **SOCIAL MEDIA SPECIALIST, NOV. 2016-JUNE 2018**

Developed and designed social media strategy for metro Atlanta healthcare system focused on increasing patient volume and customer service, resulting in escalation and recovery of more than 480 patient experience grievances in first year.

- Grew total social media following by 49% in 2017 through organic and paid social media tactics and best practices.
- Routinely presented social media findings, results and analysis to healthcare system and hospital C-suite members.

## **ATLANTA FALCONS — FLOWERY BRANCH, GA** **MANAGER OF DIGITAL AND SOCIAL CONTENT, FEB. 2011-AUG. 2016** **DIGITAL MEDIA PRODUCER, JULY 2010-FEB. 2011**

Oversaw all digital and social media content processes for Atlanta Falcons and Mercedes-Benz Stadium. Managed a content production team one full-time employee, one intern and two contractors.

- Programmed digital and social media content strategy that took Atlanta Falcons website and social media platforms from the bottom of NFL team KPI rankings to top-5 in five of six seasons.
- Led weekly content meetings to organize upcoming storylines, written features, video production, and other digital content production.
- Increased Facebook Page from less than 50,000 followers to nearly 500,000 followers in first year through organic and paid social media tactics and claiming imposter Pages.
- Doubled Instagram following in a single year after researching, designing and implementing new strategy focused on photo standards and quality.
- Spearheaded social media advertising strategy to assist with organizational increase of sales of personal seat licenses and season tickets for Mercedes-Benz Stadium.
- Earned recognition from Sports Illustrated in 2015 as a top-3 NFL team Twitter account in 2015 through instituting new voice, content and engagement strategy.
- Attained positive national headlines and attention in major online sports publications, including ESPN, CBS Sports, Washington Post and Fox Sports, for Twitter approach and tactics.
- Co-created and produced first-of-its-kind weekly locker room talk show hosted by Atlanta Falcons linebackers in 2012 called "D-Block" that was featured on SportsCenter and Fox NFL Gameday commercial bumpers, and in major sports publications.

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## OTHER RELEVANT EXPERIENCE

**COREY TAYLOR (MUSICIAN, ACTOR, AUTHOR) — REMOTE**  
SOCIAL MEDIA MANAGER (FREELANCE), SEPT. 2019-PRESENT

**MACON TELEGRAPH — MACON, GA**  
ASSISTANT SPORTS EDITOR, JUNE 2007-JUNE 2009

**SAVANNAH MORNING NEWS — SAVANNAH, GA**  
SPORTS WRITER, AUG. 2006-JUNE 2007

**THE ALBANY HERALD — ALBANY, GA**  
SPORTS WRITER, FEB. 2004-JUNE 2006

## EDUCATION

**SI NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS — SYRACUSE, NY**  
MASTER OF ARTS, DIGITAL MEDIA, GPA: 3.9, JUNE 2009-JUNE 2010

**ST. JOHN FISHER COLLEGE — ROCHESTER, NY**  
BACHELOR OF ARTS, COMMUNICATIONS/JOURNALISM, 1999-2003

## WORK SAMPLES

➤ Work samples and recommendations available at [jayadamsdigital.com](http://jayadamsdigital.com)