

# JAY ADAMS

Greenville, SC | Cell: 585.504.9769 | Email: jayadams7070@gmail.com | www.jayadamsdigital.com

## AREAS OF EXPERTISE

- Digital Content Management
- Social Media Strategy
- Paid Social Media
- Photography and Photo Editing
- Social Media B2C Strategy
- Copy Editing
- Web and Social Media Analytics
- Social Media Management
- Content Creation and Scheduling
- Writing and Copywriting
- Video Production
- Presentation Skills

## WORK EXPERIENCE

**VISITGREENVILLESC | SOCIAL MEDIA MANAGER | JULY 2018-PRESENT**

- Responsible for social media strategy creation and execution of daily social media tasks that align with marketing and organizational goals, including increasing awareness of Greenville, SC as a tourist destination by reaching more than 41 million people and fostering more than 1 million engagements about the destination experience.
- Devised and implemented an original social media video content strategy that resulted in the creation and production of more than 20 short-form videos using a \$6,000 budget in 2019.
- Earned two silver awards from HSMAI Adrian Awards in two categories for video production of a Harlem Globetrotters trick shot off a Greenville, SC bridge, and a gold award for a video documenting behind the scenes of a story the TODAY Show produced in Greenville.
- Managing paid social media budget of more than \$50,000 for campaigns, organic content "boosts," media plan support, and platform growth.
- Grew VisitGreenvilleSC social media accounts to more than 200,000 total followers with paid social strategy that included increasing Facebook Page following by 45% in 2019.
- Increased all major social media KPIs year-over-year, including reach (65%), engagements (16%), and impressions (12%), and maintained a 2.89% engagement rate across all platforms in 2019.

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- Executed detailed social media platform performance audit that resulted in increased efficiency and ROI by publishing 1,600 fewer posts while increasing all major KPIs across all social media profiles year-over-year.
- Researched and evaluated social media management, analytics, and listening tools with final recommendations resulting in implementing systems that improved workflow and efficiency.
- Providing copywriting for several print ads appearing in popular travel magazines.

## **PIEDMONT HEALTHCARE | SOCIAL MEDIA SPECIALIST | NOV. 2016-JUNE 2018**

- Oversaw, created, and implemented social media strategy and daily social media content that aligned with marketing and health system goals of awareness and volume.
- Managed ongoing social media calendars and analytics reports to keep key stakeholders within the system informed of social media performance.
- Managed and implemented paid social media strategy that led to a 49% increase in social media follower 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.

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- Grew key demographic of millennials by earning internal support through research and education, resulting in adoption of younger voice focused on popular culture and use of GIFs and memes.
- 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 on 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](http://jayadamsdigital.com)