

# AMBER JADE ADAMS

## Communications & Content Manager

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Mid-level communications manager with experience developing strategic, narrative-based, content and campaigns for national brands, entrepreneurs, and mission-based education organizations. A skilled writer, editor, and presenter equipped with a diverse and transferable skills.

- Writing & Copyediting
  - Video & Audio Editing
  - Social Media Management
  - Presenting & Facilitation
  - CMS & SEO
  - Microsoft Office
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### EXPERIENCE & SELECT ACCOMPLISHMENTS

**DIGITAL MEDIA COORDINATOR, DEMOCRACY PREP SCHOOLS, NEW YORK, NY** SEP 2014-PRESENT  
Network of 17 multi-regional charter schools dedicated to educating students in underserved urban communities.

Develop and articulate the organization's story across various platforms (print, website, newsletters, blog, social media campaigns); build and maintain partnerships with diverse groups of stakeholders; plan and present at over 10 annual events.

- *Initiated and successfully executed the launch of a blog platform to maintain control of organization's narrative while authentically marketing the schools and fostering collaboration with students and staff.*
- *Increased social media reach by 1,200 followers on Twitter and 700 fans on Facebook as of June 2016.*
- *Managed teams of student interns to develop multimedia content for internal and externally-sponsored events.*

**MARKETING AND CLIENT SERVICES, PANAVISION, NEW YORK, NY** OCT 2013-SEP 2014  
Global company specializing in designing, engineering, and manufacturing cameras and lenses for rental to major motion picture studios.

Developed marketing materials for external guest events; responded to time-sensitive enquiries and client requests as the main point of contact for studio executives.

- *Developed the process for coordinating the distribution of over 30 grants for student and indie film festivals.*
- *Successfully assisted in the management of client relationships with directors for award-winning productions including Blue Bloods, Law and Order SVU, and Unbreakable Kimmy Schmidt.*

**COMMUNICATIONS STRATEGIST & WRITER, CLIENT COMPANIES, NEW YORK, NY** MAY 2011-SEP 2013  
Consulting practice specializing in communications and content marketing strategies for small business owners.

Crafted communications strategies and copy (websites, newsletters, press releases) for a wide-range of clients including personal stylists, reality tv stars, and educational companies; wrote articles for online and print publications.

- *Client appeared on The Today Show to promote a book written as a result of suggested communications strategy to position her as an expert in the lifestyle brand arena.*
- *Asked to contribute to a best-selling Amazon book on self-promotion for entrepreneurs.*

**EDITORIAL ASSISTANT, ESSENCE MAGAZINE (TIME INC), NEW YORK, NY** DEC 2009-MAY 2011  
Award-winning national monthly magazine serving an audience of 8.5 million African-American women.

Pitched, wrote, and edited print and digital articles on tight deadlines for the health, relationships, careers, and lifestyle sections of the magazine; represented the brand at industry events and lead deskside meetings with PR professionals.

- *Wrote and edited over 20 articles ranging from profiles of entrepreneurs to recipes from celebrity chefs.*
  - *Worked cross collaboratively with teams to manage Essence's first-ever weight loss competition with 12 women in three geographic regions.*
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### EDUCATION

NARRATIVE JOURNALISM FELLOWSHIP, THE POYNTER INSTITUTE OF MEDIA STUDIES, 2008

BACHELOR OF ARTS, COMMUNICATIONS, THE UNIVERSITY OF TENNESSEE AT CHATTANOOGA, 2007