

AMBER JADE ADAMS

Communications, Content & Events Manager

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PROFESSIONAL BACKGROUND

Mid-level content and events manager with seven years of experience developing strategic, narrative-based content and campaigns for national brands, entrepreneurs, and mission-based organizations.

- Writing & Copyediting
 - Video & Audio Production
 - CMS: Wordpress
 - Events Management
 - Vendor Management
 - Community Outreach
 - Partnership Development
 - Presenting & Facilitation
 - Social Media Campaigns
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EXPERIENCE & SELECT ACCOMPLISHMENTS

DIGITAL CONTENT MANAGER, FAMILIES FOR EXCELLENT SCHOOLS, NEW YORK, NY DEC 2016-PRESENT

Lead the strategic deployment of digital content (paid social media campaigns newsletters, and articles) across platforms while acting as a digital media consultant for internal teams, partner organizations, and clients.

- *Managed the digital launch of 12-partner coalition resulting in over 10,000 impressions across social channels.*
- *Developed processes for partners to consistently produce impactful, multi-platform digital campaigns resulting in increased community and media engagement.*

DIGITAL MEDIA & EVENTS SPECIALIST, DEMOCRACY PREP SCHOOLS, NEW YORK, NY SEP 2014-NOV 2016

Led the production of digital content (articles, social media posts, email newsletters, videos). Developed relationships with community partners, corporate sponsors, and vendors to achieve event production goals.

- *Built and launched org blog as a catalyst to develop thoughtful, inspiring, and credible stories as organic marketing pieces. Wrote and edited articles in addition to coaching contributors.*
- *Developed clear digital branding processes for consistently producing social media campaigns resulting in organic growth of 1200 followers on Twitter and 700 fans on Facebook.*
- *Successfully leveraged vendor relationships to plan and execute two-day, out of state staff conference for 800 people with budget of \$400,000.*

CONTENT STRATEGIST & WRITER, CLIENT COMPANIES, NEW YORK, NY MAY 2011-SEP 2014

Independently developed communications strategies and content (websites, newsletters, press releases) for clients, business owners, and entrepreneurs in addition to freelance writing for online and print publications.

- *Client appeared on The Today Show to promote her book written as a result of 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

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 led desk-side meetings with PR professionals.

- *Wrote and edited over 20 print articles ranging from profiles of entrepreneurs to recipes from celebrity chefs for monthly magazine serving an audience of 8.5 million African-American women.*
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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