

AMBER JADE ADAMS

COMMUNICATIONS MANAGER

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PROFILE

Skilled writer, editor, and storyteller with experience ranging from developing print content for national publications to crafting internal communications for mission-based organizations.

KEY ACCOMPLISHMENTS

- Proposed and built a blog site for a network of 17 schools as a content marketing solution to increase visibility in the education reform sector while building internal communications strategy.
- Developed social media campaign to support client launch of a 12-partner coalition resulting in over 10,000 paid and organic impressions.
- Led team of five in the coordination and execution of a two-day staff conference for 700 people with a budget of \$400,000 including managing logistics and internal communications leading up to the event.

KEY EXPERIENCE

DIGITAL CONTENT & PARTNERSHIPS MANAGER

Families for Excellent Schools, New York, NY | Dec 2016 - Aug 2017

- Managed communications as a digital media consultant for internal teams, partner organizations, and clients.
- Led the strategic deployment of digital content for paid social media campaigns, email newsletters, and websites.
- Presented workshops for internal staff, partners, and community on branding and social media best practices.

DIGITAL MEDIA & EVENTS SPECIALIST

Democracy Prep Public Schools, New York, NY | Sep 2014 - Nov 2016

- Led the production of digital content including blog articles, social media posts, email newsletters, and videos for internal and external communications.
- Collaborated across teams to build internal and external recruitment campaigns and marketing materials.
- Developed process for producing social media campaigns resulting in organic growth of 1200 followers on Twitter and 700 fans on Facebook.

FREELANCE COMMUNICATIONS STRATEGIST & WRITER

Various Companies, New York, NY | May 2011 - Sep 2014

- Independently developed communications strategies and content (websites, newsletters, press releases) for small business owners and entrepreneurs.
- Interviewed experts and wrote freelance articles on lifestyle and careers for online and print publications.

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.

PROFESSIONAL SKILLS

- Writing & Editing
- Web Content Development
- Conducting Interviews
- Corporate Blogging
- Social Media Strategy
- Systematizing Processes
- SEO and Google Analytics
- Content Management Systems
- Events Management
- Partnership Management
- Presentation Facilitation
- Vendor Negotiation

EDUCATION

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

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