

AMBER JADE ADAMS

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Manager of communications and digital content with over 8 years experience inspiring audiences to take action for media, education, and advocacy organizations through strategic brand storytelling.

PROFESSIONAL EXPERIENCE & SELECT ACCOMPLISHMENTS

DIGITAL CONTENT & PARTNERSHIPS MANAGER

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

- **Managed development of messaging and content:** Created newsletter, blog, and social media content to inform and engage target audiences.
- **Streamlined operations:** Developed guiding documents to ensure messaging consistency between internal teams and partner organizations.
- **Cultivated community:** Planned workshops for students, partner organizations, and community members to teach tactics for digital advocacy.
- **Pioneered new digital strategies:** Worked with a 12-partner coalition to launch their advocacy campaign resulting in over 10,000 digital impressions.

DIGITAL MEDIA & EVENTS SPECIALIST

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

- **Led creation of content:** Managed social media channels, blog platform, newsletters, and videos from planning stages to implementation.
- **Launched content platform from scratch:** Created a blog to elevate the brand resulting in growth of over 2,000 fans across social networks.
- **Built student ambassadors program:** Managed over 20 student contributors tasked with creating content to promote events and programs.
- **Produced high-impact events:** Collaborated across teams to plan logistics, develop programming and execute over 15 events per year with budgets up to \$400,000.

COMMUNICATIONS STRATEGIST & FREELANCE WRITER

Self-Employed, New York, NY | 2011 - 2014

- **Developed communications strategies:** Crafted website content, newsletters, and press releases for clients.
- **Generated national coverage:** Client appeared as a fashion expert on The Today Show as a result of content positioning strategy.

EDITORIAL ASSISTANT & WRITER

Essence Magazine, New York, NY | 2009 - 2011

- **Reached 8.5 million readers nationally:** Wrote over 20 features articles that inspired the audience to take control of their health, relationships, and career.
- **Represented the brand:** Attended industry events and led desk-side meetings with PR professionals.

PRE-PROFESSIONAL EXPERIENCE

NEWSPAPER & MAGAZINE INTERN

Chattanooga, TN & Emmaus, PA | 2007 - 2008

- **Ensured accuracy of articles:** Fact-checked features articles in addition to pitching stories at *Women's Health Magazine*.
- **Reached millennial audiences:** Pitched ideas for and wrote "Life 101" column featuring expert advice for young professionals at the *Chattanooga Times Free Press*.

EDUCATION

The Poynter Institute of Media Studies (2008) Fellowship, Narrative Journalism

The University of Tennessee Chattanooga (2007) B.A. Communications

PROFESSIONAL SKILLS

CONTENT CREATION

Blogging
Line Editing
Audio Editing
Video Editing
Idea Development

DIGITAL DEVELOPMENT

SEO
Google Analytics
Content Management
Wordpress Development

SOCIAL MEDIA

Paid Strategy
Organic Strategy
Instagram Stories
Hootsuite & Buffer
Channel Management

EVENTS MANAGEMENT

Hosting
Logistics
Sponsorships
Programming
Swag Production
Workshop Creation
Vendor Negotiations
Presentation Facilitation
Conference Management