



ADAM ANDERSON

DIGITAL MEDIA MARKETING SPECIALIST

I am a young professional who is passionate about helping businesses grow. I love what I do for a living, so I cannot wait for my next project.

(864) 884-1166



ADAMANDERSON864@GMAIL.COM



127 ADMIRAL AVENUE
ELIZABETHON, TN, 37643



Skills

- Marketing Campaigns
- Advertising Campaigns
- Social Media Marketing
- Website Design/Construction
- Increasing Brand Awareness
- Graphic Design
- SEO Management
- Google Ads
- Email Marketing
- Social Media Strategy
- CRM Management
- Google Analytics
- Digital Media Design
- Print Media Design

Education:

East Tennessee State University 2017



@AdamAnderson864

PROFESSIONAL EXPERIENCE

Chumney & Associates March 2018 - September 2019, June 2020 - June 2022
Digital Advertising Specialist

Launching and optimizing multiple client SEM accounts using Google Ads and Facebook ads to generate leads.

Digitally Forward Marketing January 2016 - Present
Freelancer

Assisting freelance clients with their social media marketing, digital advertising, graphic design, Google Ads, website development, and website hosting.

IPS Packaging & Automation September 2019 - May 2020
Marketing Communications Coordinator

Managing marketing communications through social, digital, and internal channels while undergoing a rebranding.

American Weight Loss Clinics July 2017 - February 2018
Director of Marketing

Overseeing the creation, planning, and implementations of marketing and advertising campaigns for both Image Essentials Weight Loss Clinics (Bristol, Tennessee and Kingsport, Tennessee) and Snap Fitness of Kingsport.

Sinkem Sports May 2015 - December 2015
Social Media Manager

Increased overall brand awareness through the use of social media, website content, athlete endorsements, sponsorships, and appearances.

Brandon Maye Inspirations July 2014 - December 2015
Social Media Contractor

Promoting the brand with the use of video productions, advertisements, social media, literature, and website development.

INTERNSHIPS

United Way of Bristol TN/VA October 2013 - December 2013
Marketing Intern

Using Social Media, photography and videography to promote the United Way of Bristol TN/VA throughout the local community.

Virginia Intermont College October 2013 - December 2013
Marketing Intern

Promoted the college's athletic department through highlight videos and spotlight videos.