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GREENVILLE, SC 29607



## SKILLS

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

## Education:

East Tennessee State 2017



@AdamAnderson864

# ADAM ANDERSON

## DIGITAL MEDIA MARKETING SPECIALIST

I'm a young adult passionate about the Seattle Seahawks, my music collection and social and digital media marketing. There's no such thing as a dreaded Monday, as I'm often very eager to get to work and finish a project!

### PROFESSIONAL EXPERIENCE

Chumney & Associates March 2018 - Present

Digital Advertising Specialist

Launching and optimizing multiple client SEM accounts using Google AdWords, Bing network, and Facebook ads. Writing ad copy then analyzing its effectiveness via A/B testing. Targeting the right shoppers in order to drive relevant traffic to automotive websites. Tracking website goals/engagements via Google Analytics and Tag Manager. Compiling reporting to broadcast to distribution lists.

American Weight Loss Clinics July 2017 - February 2018

Director of Marketing

Overseeing the planning and implementations of both marketing and advertising campaigns for both Image Essentials Weight Loss Clinics (Bristol Tennessee and Kingsport Tennessee) and Snap Fitness of Kingsport. Creating advertisements through graphic design and maintaining the content of our website to dominate SEO.

Digitally Forward Marketing January 2016 - February 2018

Self Employed

Self employed in Social and Digital Media Marketing based on passion that drives me to make my client's look great as well as ourselves. Specializing in Social Media Marketing and Advertising, I also produce graphic design and web sites for our client's needs. I work with brands from NFL Client's to Solar Panel Companies.

Sinkem Sports May 2015 - December 2015

Social Media Manager

Producing the social media for Sinkem Sports and several NFL clients. Increasing overall brand awareness, through the use of social media, athlete endorsements, sponsorships, and appearances. Website editing, construction and maintenance.

Brandon Maye Inspirations July 2014 - December 2015

Social Media Contractor

Promoting the company brand with the use of video productions, advertisements, social media, and website development. Creating video presentations to enhance the overall image of the company to be used in advertisements. Creating promotional flyers to be used on various social media sites to promote upcoming events for Brandon Maye Inspirations LLC, as well as running the social media in joint operation with Brandon Maye.

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

Marketing Intern

Using Social Media, photography and videography to promote their name throughout the local community.