



CARLY ADAMS

DIGITAL MARKETING &
COMMUNICATIONS SPECIALIST

WORK EXPERIENCE

Marketing Coordinator

Metro Parent magazine | March 2017 - July 2019

- Managed all Metro Parent social media functions across all platforms for editorial, marketing, audience and events
- Developed and worked on campaigns to increase social media engagement and audience, improve web traffic, increase events attendance and more
- Increased reach, engagement and referrals on every social platform, with more than 500 percent growth on Pinterest, bringing that platform to second top social referrer to MetroParent.com website
- Introduced features such as #MPMoments and weekly stories on Instagram
- Prepared metric reports on social media and web traffic for clients and for internal company growth analysis and goals
- Created paid campaigns for Metro Parent/BLAC clients, and monitored performance, adjusting as needed to meet client objectives
- Managed content clients, writing copy to achieve their goals and to ensure deadlines were met
- Acted as team lead for major virtual educational initiative between Metro Parent and Michigan Science Center – Summer of Science Virtual Camp – including writing all scripts, overseeing video shoots, creating online science lessons and writing quizzes. Additionally, created all messaging to students and parents, and created audience automation campaigns for six weekly lesson launches.
- Wrote, edited and designed copy for digital, social and print ads; sales sheets; event programs; and custom projects
- Developed and maintained a weekly newsletter sent to clients.
- Established relationships with influencers in the community and devised partnerships that could be mutually beneficial
- Developed and executed marketing analysis campaigns to help better understand the customers (readers and advertisers)
- Created audience and attendance goals for events, and managed dashboards for the entire team to have visibility into progress to goals. Helped increase revenue and attendance at Metro Parent events through Facebook Lead Ads, Google keyword search ads and social outreach to partners, sponsors and key audiences.

Communications Associate

CLAS-Wayne State University | May 2016-March 2017

- Researched, created, and posted content (news releases; faculty, alumni and student feature stories, profiles and accomplishments) to the CLAS website
- Attended and photographed CLAS events to update Flickr and YouTube accounts
- Created visual promotions for the CLAS website using Adobe Photoshop.
- Maintained the CLAS social media account
- Monitored CLAS media coverage and posted relevant press hits to the College's website
- Worked with Wayne State University Marketing and Communications to write press releases and media advisories for various events
- Created and edited content for miscellaneous projects, such as brochures and other marketing resources

ABOUT

Award-winning digital marketing and communications specialist with a background in journalism and public relations. Seeking a position that combines my technical skills with my passion to propel companies to growth and success in the digital and social space.

AWARDS

Best Use of Social Media, 2018,
Parenting Media Association

General Excellence Gold, 2017
Parenting Media Association

CONTACT INFO

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CORE SKILLS

- SEO and Google Analytics
- Social media strategy
- Web content development
- Copywriting
- MAC/PC Systems
- Microsoft Office & Google Suite
- AP Style
- Photoshop CS
- Google Ads & Facebook Business
- Wordpress
- Active Campaign
- CoSchedule
- Buffer

EDUCATION

Bachelor of Arts in Journalism | August 2016
Wayne State University | Detroit