

ADAM J. JORDAN

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PROFESSIONAL EXPERIENCE

BASECAMP STRATEGY • Washington, DC • July 2020 – Present

Director, Strategy, March 2021 – Present

- Led accounts totaling 55% of revenue of a digital marketing startup that tripled in size; reported to CEO
- Directed a \$750K+ internet advertising budget; leveraging data to improve ad performance >125%
- Oversaw 5 employees who wrote, edited, and deployed >800 copy pieces for email and internet ads
- Built revenue projections and worked with CEO to create ad performance enhancement strategies
- Worked on successful client pitches from pitch creation to contract negotiation
- Owned contract negotiation and cross-selling responsibilities for managed accounts
- Assisted data analysts and software engineers in building new data analytics and marketing products
- Led daily content strategy meetings to focus team on best fundraising practices

Client Strategist, December 2020 – March 2021

- Collected and analyzed KPIs for senior leaders to guide client decisions on investments >\$250,000
- Supported Chief Client Officer through client outreach and serving as main client contact
- Compiled data for and sent weekly message performance & revenue reports to clients

GOHEELS PRODUCTIONS • Chapel Hill, NC • November 2016 – March 2020

Held Various Roles Related to Broadcast, Production, Creative Services, Men's Basketball Officials' Replay

- Operated the courtside video replay system for game officials for UNC men's basketball home games
- Coordinated video feeds with production trucks and telecast producers to facilitate official reviews
- Compiled and submitted performance evaluation reports of game officials for review by ACC
- Provided play-by-play and color commentary for ACC Network Extra and Tar Heel Sports Network
- Performed various production roles including: associate producer, audio board operator, camera operator, replay operator, and stage manager for ACC Network Extra
- Developed, designed, shot, and edited original content for the UNC Baseball's social media channels

PITTSBURGH PENGUINS • Pittsburgh, PA • May – August 2019

New Media Intern

- Updated and maintained various pages on team's official website and newly-launched YouTube channel
- Produced digital content ideas focused on the various objectives of the team's corporate sponsors
- Assisted with compiling and analyzing performance data on Penguins' social media posts and initiatives
- Assisted New Media graphic designer in planning, designing, and creating graphics for social accounts

HIGH POINT-THOMASVILLE HITOMS BASEBALL • Thomasville, NC • May – August 2018

Broadcasting and Media Relations Assistant

- Produced web-streamed video broadcasts for all HiToms home games, including graphics creation
- Play-by-play and color analyst for all road audio broadcasts
- Managed team social media accounts, producing daily content and live game updates
- Wrote, shot, and produced commercials and promotional videos for broadcasts and social media

SKILLS

SOFTWARE: Adobe Premiere, Illustrator, Photoshop, Lightroom, Audition, and Microsoft Office Suite

PRODUCTION: DVSPORT basketball replay software, audio mixing boards, Ross Inception, XPression

ANALYTICS: TrackMaven, ActBlue, NGP; Adobe Analytics, Google Data Studio

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

Graduated: May 2020

B.A. with Distinction in Broadcast and Electronic Journalism from Hussman School of Journalism and Media

Minor: Entrepreneurial Studies; GPA: 3.67/4.00

- Honors: Furman Bisher Medal for Excellence in Sports Journalism; Phi Sigma Pi National Honor Fraternity