

# Dave Adamshick

## Communications and Marketing Leader

### Overview

- Develop content and strategic media plans for businesses, non-profits, and individuals.
- Produce memorable graphics, videos, and copy that resonate with target audiences.
- Consult clients on media and social strategies to elevate brand presence and recognition.
- Formulate tailored media plans to align with clients' unique objectives and goals.
- Executed and supervised media campaigns to stimulate engagement and visibility.
- Evaluate data and metrics to gauge the effectiveness of media initiatives and proposed actionable recommendations for enhancement.

### Technical Skills

Social media Management  
**Professional**

Copywriting  
**Professional**

Adobe InDesign  
**Professional**

Content Creation  
**Professional**

Editing  
**Professional**

Adobe Photoshop  
**Limited**

Website Management  
**Professional**

Brand Strategy  
**Professional**

Adobe Illustrator  
**Professional**

Video Production  
**Professional**

Market Research  
**Professional**

Print Design  
**Professional**

Project Management  
**Professional**

Data Synthesis  
**Professional**

Storytelling  
**Professional**

### Publications

•Authored numerous articles published in print publications such as *The Oregonian*, *1859*, *Edible Portland*, and *Kitchen Table Magazine*.

•Contributed to two published books.

Produced, edited, and published over 500 videos for dozens of businesses.

•Created graphic designs that garnered millions of views on various social media platforms and websites. Nothing viral - a track record of delivering high-quality work consistently.

•Photography work has been featured in *USA Today*, *Living* (digital), *The Oregonian*.

### Education

Portland State and actively pursue professional development through coursework and certification programs at institutions such as Portland Community College, Shaw Academy, Google, and LinkedIn. Learning is an ongoing adventure, I hope this section never ends.



### 3 Things



My management style is decidedly (Ted) Lassoian.



I combine collaborative, analytic, and strategic expertise with creativity.



Describing the act of ensuring freelancers/1099s/contractors meet deadlines as 'wrangling kittens' is unfair to young and old cats, yet I'm immodestly proud of this skill.

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