

ERIK ADAMEC

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Website and Portfolio



PROFESSIONAL SKILLS

Creative/Productivity

- Adobe Creative Suite—Illustrator, InDesign, Photoshop, etc.
- Microsoft 365—Word, Excel, PowerPoint, Outlook, etc.

Point-of-Sale Platforms

- Square
- Clover

Other

- Email—Mailchimp, Iterable
- CMS—WordPress, SharePoint
- Google—various ad platforms

SOFT SKILLS

Management

- Organized—highly capable at project management and cultivating systems that promote preparedness and deliver success
- Conscientious—develop methodical approaches to processes; passionate about presentation
- Positive—bring diligence, energy and enthusiasm to every challenge
- Growth-oriented—committed to perpetual improvement

Customer Service

- Personable—excel at building rapport with patrons and B2B partners
- Articulate—adept at connecting products/services to customer needs
- Effective—skilled at upselling

EDUCATION

Certifications

Digital Marketing Institute

- Digital Marketing Professional v9.0
- Digital Marketing Associate v1.0 (Social Media Track)



College

Birmingham-Southern College

Birmingham, Alabama

- Major: English

WORK HISTORY

The Ginger's Bread & Co.

5/2022–10/2025

A bakery startup located in Memphis with a storefront and multiple wholesale clients.

Shop Manager

- Elevated bakery's reputation in the local and online community by providing guidance and top-notch service for guests seeking bread & other baked goods
- Delighted patrons with aesthetically and strategically merchandised fresh and pre-packaged offerings
- Enforced brand identity with rigorous alignment of marketing visuals & messaging with store signage
- Sustained outreach with prospective and regular customers via consistent social media posts and print ads
- Expanded awareness by coordinating pop-ups beyond the bakery's neighborhood
- Facilitated prompt service by keeping the counter supplied and prepared for business
- Established strong relationships with preorder and wholesale clients by perfecting order handling practices
- Ensured continuity of customer service through thorough training of Shop Associates
- Solidified guest confidence and encouraged repeat visits by maintaining store tidiness & cleanliness

Physicians Postgraduate Press, Inc.

3/1997–1/2022

Publishers of The Journal of Clinical Psychiatry, Psychiatrist.com, and CMEInstitute.com.

Growth Marketing Manager

Email Marketing

- Strengthened engagement by spearheading iterative design improvements optimizing email UX
- Improved open rate by 10% annually
- Informed users about updates to Psychiatrist.com ecosystem via weekly campaigns
- Targeted audiences through careful management of 90,000+ segmented contacts
- Nurtured CME audience with alerts about ~100+ educational activities
- Upheld email outreach throughout platform changes imposed by site restructure

Social Media Marketing

- Planned and created organic and paid posts
- Tailored visual & copy messaging to suit various audiences and platform features

Digital Advertising

- Generated \$250K in annual ad revenues hosting sponsored ads
- Cross-marketed online articles & activities with enticing house ads

Print Advertising

- Flowed print audience to online offerings through well-executed *Journal* ads
- Reinforced house brands by creating brochures, handouts, mailers, prospectuses, etc.

Marketing Admin

- Identified growth marketing opportunities by dashboarding performance metrics from multiple sources for various channels