

# ERIK ADAMEC

eadamec@erikadamec.com ■ 901.487.7573 ■ 

Website and Portfolio



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## EDUCATION

### Certifications

#### Digital Marketing Institute (DMI)

- Digital Marketing Professional v9.0 
- Digital Marketing Associate v1.0 (Social Media Track) 
- Google Analytics 4 Training

### Professional Development

- Google Analytics Academy
- Microsoft 365 Training
- DMI Webinars & similar

### College

#### Birmingham-Southern College

Birmingham, Alabama

- Major: English
- Minor: Art

## SKILLS

### Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- Dreamweaver

### Microsoft 365

- Excel
- PowerPoint
- Word
- Outlook

### Platforms/CMS

- Mailchimp
- Iterable
- WordPress
- SharePoint

### Google

- Google Analytics 4
- Ads, Ad Manager, Tag Manager

## WORK HISTORY

### Freelance Designer & Marketer

#### The Ginger's Bread & Co.

A small bakery startup in Memphis, TN

- Maintained daily social media presence (Facebook & Instagram)
- Fielded all publication advertising (concept, creation, purchasing)
- Designed & produced indoor signs, placecards, etc.

#### MDLinx

Medical publishing subsidiary of M3 Inc.

- Created online ads promoting digital content and activities
- Developed direct mail piece for reboot of Smartest Doc
- Assisted in email platform migration to Iterable

### Growth Marketing Manager

#### Physicians Postgraduate Press, Inc.

3/1997–1/2022

A medical publishing company whose brands include *The Journal of Clinical Psychiatry*, *Psychiatrist.com*, and *CMEInstitute.com*.

#### Email Marketing

- Curated & rotated content promoting ~100 educational activities
- Orchestrated 20+ sends per week supporting multiple site brands
- Managed a segmented audience of 90,000+ contacts in Mailchimp
- Migrated email workflow across multiple platforms during site restructure
- Improved open rate by 10%

#### Social Media Marketing

- Planned & finalized organic and paid posts with social media associate
- Tailored copy and images to suit various audiences and platform features

#### Reporting/Measuring

- Conducted ongoing audience research and authored marketing plans
- Dashboarded performance metrics from multiple sources and channels
- Presented weekly, monthly, and quarterly reports of campaign tactics, outcomes, and behavior flow

#### Digital Advertising

- **Sponsored ads**
  - Generated \$250K in annual ad revenues of by finessing concurrent delivery of competing US-only, 100% SOV campaigns
  - Fielded RFPs, insertion orders, deployment, reporting, and invoices
- **House ads**—Developed & managed ads for three house brands

#### Print Advertising

- Determined *Journal* house ad priorities and created all assets
- Developed and produced brochures, handouts, mailers, prospectuses, etc.