

ERIK ADAMEC

eadamec@erikadamec.com ■ 901.487.7573 ■ 

Website and Portfolio



Scan or Click

PROFESSIONAL SKILLS

Creative/Productivity

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

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 consistent outcomes
- Conscientious—develop methodical approaches to processes and am passionate about presentation
- Positive—bring diligence, energy and enthusiasm to every challenge
- Growth-oriented—committed to perpetual improvement

Communication

- Attentive—excellent listener
- Articulate—competent grammarian who can share ideas effectively and maintains industry vocabulary
- Personable—compassionate coworker who values team interaction

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
- Minor: Art

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

- Cultivate branding and create store visuals, placecards, etc.
- Promote bakery via social media, point-of-sale signage, and print ad creation
- Strategically merchandise baked goods, both fresh and shelf-stable
- Provide top-notch customer service, information, and advice for customers seeking bread and other baked goods
- Develop, implement, and improve systems to successfully shepherd wholesale and retail preorders from origin to fulfillment
- Maintain store tidiness & cleanliness, with particular attention to keeping the counter supplied and prepared for business

Physicians Postgraduate Press, Inc.

3/1997–1/2022

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

Growth Marketing Manager

Email Marketing

- Curated and rotated content promoting ~100 educational activities
- Orchestrated 20+ sends per week supporting multiple site brands
- Elevated email functionality and content through improved email design
- 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 and created organic and paid posts
- 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 for various channels
- Prepared and presented weekly, monthly, and quarterly reports

Digital Advertising

- Generated \$250K in annual ad revenues hosting sponsored 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.

Additional Accomplishments

- Slide decks—Designed presentations and slide shows for live events and website
- Tradeshows—"Imagineered" graphics for booth furnishings and backdrops
- Branding—Created logos and maintained company stationery