

# Edward Adams – Content Manager/ Web Producer

(678) 481-9593 \* [edward.n.adams@gmail.com](mailto:edward.n.adams@gmail.com)

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## PROFESSIONAL EXPERIENCE

### **Content Management System Coordinator, 1/2016 – Present**

#### **Cox Media Group – Atlanta, GA**

Responsible for managing content workflow during Cox Media Group's current content management system platform migration for its television, radio, and newspaper properties. Package and distribute stories and galleries for the various sites and act as point of contact and product owner for original Cox Media Group content published on the media properties' web sites.

- Review and edit story layouts and code for migrated stories including story body, multimedia elements, and photos.
- Build stories and galleries using Medley and Lakana content management systems.
- Write headlines and cutlines for stories and galleries as needed.
- Edit photos and produce photo galleries within new content management system for television properties.
- Tag stories and photos for all migrated content.
- Contribute to workflow and process development strategy planning.

### **Senior Content Manager, 12/2015 – 7/2016**

#### **Children's Healthcare of Atlanta (choa.org) – Atlanta, GA**

Responsible for creating and executing the content strategy to support the transition and redesign of Children's Healthcare of Atlanta's website: [choa.org](http://choa.org). Managed internal and external content resources for copy, photography, graphics, and iconography moving the project from .4% content readiness to 98% within five months and under budget utilizing Agile-Scrum principles.

- Managed external content vendors and oversaw vendor budget.
- Developed content audits for medical conditions before initiating writing assignments.
- Created initial drafts as needed and managed copy edits including the revision and omission process of all content for the website.
- Collaborated with internal product owners to review and execute content requirements including copy, site components, graphics and interactive components.
- Provided UA regression testing for system updates and components.
- Developed project metrics and timetables for marketing staff and upper management.
- Produced condition pages, patient stories; page components and other site elements using Sitecore content management system.
- Provided content strategy and training to marketing managers and coordinators to fulfill specific content requirements for various medical conditions.
- Oversaw photo and iconography production collaborating with internal and external design resources.
- Managed revisions and archives via Sharepoint portal.
- Drafted documentation for third-party site integration, graphic requirements and best practices.

### **Online Manager/Writer, 2/2002 - 7/2015**

#### **SouthComm Publications: Creative Loafing Atlanta - Atlanta, GA**

Responsible for maintaining SouthComm alternative weekly and niche publication websites with reach of over 4.5 million page views monthly. Created initiatives to grow revenue and audience with new digital initiatives resulting in 15% increase in unique users. Responsible for \$350K+ budget managing developers, vendors, and support staff for web- and mobile projects.

- Managed new content management system migration, web and mobile redesigns for *Creative Loafing Atlanta*, *Creative Loafing Charlotte*, *Creative Loafing Tampa*, and *Chicago Reader* websites including UX design, module programming, training, QA testing, and deployment.
- Film critic, reporter, and photographer for *Creative Loafing Atlanta* and *cltampa.com* websites.
- Developed new web/mobile feature story designs resulting in several industry awards.

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- Prototyped location-based guides and supplemental outreach initiatives for revenue-generating Neighborhood Guides in Atlanta, Charlotte, and Tampa markets. Developed ongoing community crowd funding “Do Good” project for *Creative Loafing Atlanta* and managed development of “10-100-1000” community project scholarship website for *Creative Loafing Tampa*.
- Developed new modular content strategy, design, and process automations for features and newsletters publications over 30 hours weekly in production time and costs.
- Developed new modular content strategy, design, and functionality for special features (“Food Issue,” “Neighborhood Guide,” “Music Issue”), and guides (“City Guide,” “Best of,” “Ask the Locals”) saving resources and development costs for new product opportunities.
- Analyzed web statistics in publications’ content sections resulting in redesigned content templates generating over \$20K more web ad revenue opportunities.
- Managed staff of fulltime and contract developers and producers to oversee production for all publications.
- Created documentation and updated online department wiki for web developers and vendors.
- Analyzed publications’ web-related expenditures resulting in a migration to an e-newsletter service provider and new newsletter designs saving publications \$10K each annually.
- Managed contractors and vendors for all web-related development and software. Responsible for contract review, beta testing and research for new partnership opportunities.
- Produced *Ed Loves Bacon* (host), *AudioFloss*, *Sideshow* podcasts and other audio/video features.

## **Freelance - Atlanta, GA, Ongoing Atlanta, GA**

Full service marketing consultant focused on multi-channel promotion, project development, copywriting, and design.

- Designed “Arts at Spelman: A Proud History” for Spelman College (2012, 2014).
- Lead writer for 2014 “AAFCA Awards” show for African American Film Critics Association.
- Designed wireframes, logos, and collateral for Technomile Salesforce applications and website.
- Lead writer for Martin Luther King Monument Gala “MLK: A Monumental Life” (2011).
- Writer: “His Words, Our Gift: Rev. Joseph Lowery 90<sup>th</sup> Birthday Celebration” (2011).
- Designed “In The Midnight Hour: The Legacy of Wilson Pickett” exhibit (2010, revised 2012).
- Lead designer and writer for Western Union’s “Black Inventions Museum” exhibit (2002).

## **Cox Publishing Solutions – Atlanta, GA, 5/2000-5/2001 Graphic/Web Designer**

Responsible for establishing brand-consistent design and content generation across multiple communication channels for B2B and B2C niche publications.

- Designed and produced several monthly custom business-to-business publications.
- Created collateral and sites for Cox properties including CoxNet and Cox Custom Apparel.
- Maintained Cox Publishing Solutions website and publication archive.

## **Atlanta Journal-Constitution – Atlanta, GA, 6/1988-5/2000 Technical Liaison/Designer**

Bridged traditionally separate departments to generate new and cost/time-saving opportunities within the Atlanta Journal-Constitution and Cox-owned newspapers.

- Co-developed Newspaper Association of America award-winning “AdShare” wide area network (WAN) software for advertising and marketing.
- Wrote “Pagination 101” manual and developed “Pagination 101” training program launched at all Cox Newspaper properties which improved advertising workflow deadlines, saving publications over \$200K annually in overages.

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- Developed AppleScripts to generate bi-annual phone directory and provided training to Composing department staff on scripting and layout of delimited data using QuarkXpress and InDesign cutting production time over 60%.
- Managed team of web designers and copywriters to launch advertising, marketing, and support portions of [ajc.com](http://ajc.com) and [ajcclassifieds.com](http://ajcclassifieds.com).
- Designed ads for *Rockdale Extra* zoned section, edited/produced weekly general reach publication (*REACH* 250K+ circulation).

## Technical

Content Management Strategy, User-Experience/User-Interface (UX/UI) design, Search Engine Optimization (SEO)/taxonomy, Prototyping (Axure, Adobe Experience Design, InVision), Social Media Management, Jira, Adobe Creative Suite, Microsoft Office, Microsoft Project, Wordpress, Joomla, Drupal, Foundation CMS, SiteCore CMS, Lakana CMS, Medley CMS, TeamSite, SharePoint, CSS, HTML, JavaScript, JQuery, Bootstrap, Ink, Google Analytics. UAT Testing, Salesforce, HubSpot Certified.

## Content and management

Project management (Agile/Scrum), content development, feature writing, technical writing, copywriting, editing, proofreading, production management, graphic design, illustration, multimedia production, content strategy, content management and archiving, marketing communications, social media management, wireframing, QA and deployment, user mapping, content production workflow and execution.

## AWARDS AND RECOGNITION

### Association of Food Journalists, Inc.: Best Food Multimedia Presentation

“100 dishes [to eat in Atlanta]” web feature, 2014

### Association of Alternative Newspapers Award: Web Feature

"BMF: Hip-hop's shadowy empire" web feature, 2007

### TechNews Best Practices Award

Newspaper Association of America's 2000 TechNews Best Practices Award for “AdShare” software developed by CoxNet in conjunction with Digital Technologies International, 2000

## MEMBERSHIPS AND AFFILIATIONS

African American Film Critics Association

Online Newspaper Association

Association of Alternative Newspapers

## EDUCATION

American Intercontinental University. 2004

Masters in Information Technology

Georgia State University. 1990

Bachelors in Business Administration. Concentration: Marketing/Public Relations

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## WRITING SAMPLES

<http://on-ajc.com/2ayOAjg>

<http://bit.ly/2axoH2b>

<http://huff.to/2aMdeg0>

<https://www.choa.org/> (hero panel copy)

<http://bit.ly/2aUyv9E> (Strong4Life intro copy)

<http://bit.ly/2axp64y> (What we Treat section)