

# Adam Dreyfuss

<https://adreyfuss1999.wixsite.com/adamdreyfuss> | [https://gondola.cc/dreyfuss\\_adam](https://gondola.cc/dreyfuss_adam)

## WORK EXPERIENCE

### **Digital Partnerships Coordinator, Chicago Bulls, January 2024 - Present**

- Oversee the ideation, planning, production, execution, and data reporting of over 20 partner accounts across Chicago Bulls social media platforms. This includes, but is not limited to, large corporate partners such as Motorola, Anheuser-Busch, BMO Bank, Foot Locker, FanDuel, United Airlines, Wingstop, and more.
- Member of the gameday publishing team, which includes creating posts and writing copy for Twitter/X, Instagram, and Facebook, and creating highlights through WSC ClipPro for the Chicago Bulls YouTube and website.
- Manage and track key performance metrics for the Digital Partnerships team and wider Content Marketing team, such as total followers, follower demographics, and content performance.
- Conduct longform research projects on emerging platforms and secondary accounts, generating new partnership content ideas for all Chicago Bulls social media accounts.

### **Social Media Manager, North Carolina Football Club, May 2023 - December 2023**

- On NC Courage accounts (May 2023-December 2023) generated a 100% increase in monthly engagements, and over 8,000 new followers and a 155% increase in page reach on Instagram.
- In total time as administrator of all North Carolina FC social accounts (December 2022-December 2023), generated over 11,500 new Instagram followers, saw over 5,000,000 impressions and 100,000 engagements on Twitter/X, and more than doubled the team's following on TikTok alongside 500,000 views and 60,000 likes.
- Sole administrator of all North Carolina Courage and North Carolina FC social media accounts, overseeing day-to-day social media management, planning major social media campaigns such as theme nights, new player signings, jersey launches.
- Designed graphics and captured photo and video content to be used on all social media channels.

### **Communications Manager, North Carolina Football Club, December 2022 - May 2023**

- Lead administrator of all North Carolina FC social media accounts.
- Wrote all press releases, match previews and recaps, and other notable stories for North Carolina FC.

### **Assistant Director of Digital Marketing, Wake Forest Athletics, February 2022 - November 2022**

- Oversaw the planning, design, copy, and execution of all digital marketing efforts for Wake Forest men's and women's soccer, and women's basketball. This included, but was not limited to, creating and maintaining the digital marketing and ticket sales season-plan, designing emails and landing pages, and creating ticketing and other related graphics.
- Managed the 2022 Football Season Ticket renewal digital campaign, which generated 136 individual ticket orders and \$38,357.25 in ticket revenue, an increase from \$28,998.58 in 2021.
- Managed the digital renewal campaign and all communications for Wake Forest Athletics' fundraising arm, the Deacon Club, which saw a record 5,315 individual donors and a total cash revenue surpassing \$30,000,000.

### **Fan Communications Assistant, Wake Forest Athletics, August 2021 - February 2022**

- Lead designer and content creator for all 2021-22 Wake Forest Men's and Women's Basketball emails, which generated 639 individual ticket orders and \$37,578.12 in ticket revenue.
- Lead copywriter and designer of the 2021 Wake Forest Football email marketing campaign, which generated 1,194 individual ticket orders, \$93,074 in ticket revenue, and the sell-out of multiple games including the 2021 ACC Championship Game.

## RELATED SKILLS AND INTERNSHIP EXPERIENCE

- Extensive use of SproutSocial and extensive knowledge of all social media platforms, social media analytics, and social media planning.
- Vast experience working with Adobe Photoshop and Premiere Pro. Intermediate knowledge and use of Illustrator, Lightroom, Audition, and InDesign.
- Extensive use of WSC Sports ClipPro and real-time highlight cutting
- Extensive use of Oracle Eloqua and Adobe Campaign email systems.
- Student Intern for Maryland Athletics, writing feature articles on past and present student-athletes.
- Communications Intern for the Greensboro Swarm in 2019, planning monthly social media content calendars, capturing creative content, writing copy, creating graphics and videos to be used on Greensboro Swarm social media channels, and writing feature articles and press releases.
- Editorial Intern with the Washington Commanders in 2019, writing feature stories to be used on the team website.
- Wrote and edited articles on Maryland Terrapins Athletics for the school newspaper, the Diamondback.

## EDUCATION

### **University of Maryland (College Park, MD)**

Spring 2021 Graduate; B.A. History, Professional Writing Minor