

# AMBRE ADAMS



## CONTACT

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- 205-614-0019
- Tuscaloosa AL

## WEBSITE

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- [www.AmbreAdams.com](http://www.AmbreAdams.com)
- LinkedIn: [www.linkedin.com/in/ambre-adams](http://www.linkedin.com/in/ambre-adams)

## EDUCATION AND TRAINING

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Bachelor of Science -  
Integrated Marketing  
Communications

University of West Alabama  
Livingston, AL

- Graphic Design track
- 3.6 GPA
- Dean's List Honoree

High School Diploma

Northridge High School  
Tuscaloosa, AL

- National Honor Society Member
- French Club Member

## SUMMARY

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Imaginative and forward-thinking professional offering expertise from Marketing Communication career focused on advancing market reach through multi media communications and brand development. Expert project manager and planner with graphic design, social media, and excellent communication skills. Well-versed in monitoring market trends to increase brand reach. While also having over 7 years of photography experience.

## SKILLS

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- Social media management & strategy (Paid & Organic)
- Wordpress website management
- Marketing & Client acquisition
- Graphic Design
- 7 years of Photography & Videography experience
- Public Relations Strategy
- Press Release Writing
- Email communications
- Copy Editing
- Skilled Collaborator
- Solutions Oriented
- Interpersonal & written communication
- Adobe Creative Suite
- Microsoft Suite
- Prospecting & networking
- Creative strategies & story telling

## EXPERIENCE

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Communications Specialist  
The University of Alabama | Tuscaloosa, AL

- 10/2022 - Current
- Manages, plans, and designs visual content and graphics for distribution to 20,000+ reach Social Media Platforms, including Instagram, Facebook,

- Drama Club Member
- FBLA Club Member

LinkedIn, TikTok & Twitter.

- Achieved status as a lead ambassador by utilizing strategic marketing and communications skills to obtain the 2nd most monetary gifts for the university during the 2023 Bama Blitz giving campaign, the largest annual campaign done for the University of Alabama.
- Manages and maintains the full WordPress website for The School of Social Work, performing page additions and updates.
- Performs as school portrait and event photographer and videographer in addition to shooting, editing, planning, and directing recruitment materials.
- Established and maintains student biweekly newsletter, "The Social Times". I also write articles and feature stories for this newsletter. These articles are also featured on the school website.
- Designs innovative digital and print branding and promotional material that adhere to brand guidelines.
- Acts as journalist by writing articles on school news and faculty events. These articles also at times require interviewing subjects.
- Performs as PR specialist and copy editor for all school departments. Ensuring Brand cohesiveness, positivity, and that each item is free from irregularities and errors.
- Creates communications/marketing strategies, campaigns, events, and projects to connect with current and potential students, donors, alums, and the community.
- Collaborates with the executive committee to create an annual marketing communication plan, advancing business branding and admissions.

Brand Content Creator & Lead Photographer  
FarAsMars Media | Tuscaloosa, AL

*01/2016 - Current*

- Creatively directs photography and videography shoots, including vision, style, and message for regular consumers and small businesses.
- Defines image requirements and plans photographic events.

- Completes full editing for content, including retouching, manipulating, and performing color-balance for final images and videography.
- Creates creative graphic designs that simplify complex messages and work to increase brand reach.
- Creates communications collateral, including web pages, brochures, and fliers.
- Effectively coordinates and completes multiple projects during the same time frame.
- Develops, designs, and produces newsletters and other promotional direct mail items.

AT&T Sales Lead  
Prime Communications | Mobile, AL

- 03/2016 - 05/2017*
- Managed community outreach and brand awareness events, collaborating with local officials and businesses to network and expand marketing opportunities.
  - Researched and capitalized on emerging opportunities to build business and expand customer base.
  - Boosted team morale and overall sales volume by creating employee incentive sales contests.
  - Provided leadership and direction for employees, supervising activities to drive productivity and efficiency.
  - Communicated and coordinated with multiple departments to achieve top results.