

---

# ADAM P. COULTER

apcoulte@gmail.com | C: (413)-464-1412 | 145 W. Main St., Norton, MA 02766

---

## Summary

For the past 8 years, I have excelled in digital communications - living and breathing social media, online marketing and strategy, building active communities, creating and distributing strategic multimedia and editorial content (including over 25,000 social media posts), and leading collaborative communications strategies across channels to achieve goals.

## Skills

- Content marketing
- Strategy development
- Digital/social media campaigns
- Paid social and online advertising (AdWords)
- Analytics/dashboards
- Multimedia content production
- Writing for social and the web
- Teaching best practices

## Experience

- 05/2016 - Current **Social Media Manager**  
Curry College,  
Office of Marketing &  
Communication  
Milton, MA
  - Lead all Institutional, Alumni, and departmental social media strategy.
  - Develop and implement strategic social media plans: ongoing + episodic.
  - Lead the creation and execution of the College's paid social, search and display campaigns.
  - Collaborate with academic departments on communication and content strategy.
  - Generate reports/dashboards for VPs with key metrics on social performance.
  - Manage Student Life/Social Media sections of curry.edu website – i.e. develop, build content.
  - Hire, manage, mentor semester-long social media marketing interns.
  - Originate, create and distribute on-brand digital content.
- 08/2011 - 05/2016 **Social Media Specialist**  
Curry College,  
Office of Institutional  
Advancement  
Milton, MA
  - Developed content/social media plan that supported College's strategic marketing objectives.
  - Created 8 Institutional social accounts and managed 13 communities.
  - Educated and worked with campus community to achieve their communication goals.
  - Originated, created/wrote captions for and distributed over 25,000 social media posts.
  - Established and evaluated program metrics and KPI benchmarks.
  - Increased Institutional social audience from no followers to over 16,500.
  - Increased online engagement with stakeholders by 54% in 2016.
  - Managed College's social monitoring/analytics platform, Sprout Social.
  - Created and distributed weekly Constant Contact email campaigns.
- 09/2010 - 01/2011 **Social Media Manager**  
Suffolk University,  
Office of University  
Communications  
Boston, MA
  - Managed Institutional social accounts as graduate student, attracting over 500 followers.
  - Executed social media lead gen initiatives, growing online community and inquires.
  - Monitored online conversations and keywords, and reported key insights.
  - Edited the College's undergraduate blogging policy and aided in its institution.

- 01/2010 - 05/2010 **Content Marketing Manager**  
 Suffolk University,  
 CAS Dean's Office  
 Boston, MA
  - Developed the College of Arts & Sciences' content marketing strategy as Graduate Fellow (assigned Arts + Sciences Alumni Magazine blog and digital issue of *Imagine*).
  - Increased positive online brand mentions by 135%.
  - Executed keyword research to improve SEO.
  - Augmented Arts + Sciences Wordpress.org site by incorporating multimedia assets and keywords.
- 01/2008 - 05/2009 **Staff Writer/Crime Reporter**  
 The Massachusetts  
 Daily Collegian  
 Amherst, MA
  - Covered campus (30,000 people) and city crime, and wrote and edited the weekly crime log.
  - Fostered relationships with higher education community and sources.
  - Wrote on deadline over 50 published news articles, covering tech, science, faculty research.

## Education

- December 2010 **Master of Arts** in Public Relations & Advertising  
 Boston, MA  
 Suffolk University  
 GPA: 3.9/4.0, Awarded CAS Graduate Fellowship, Led student teams in creating marketing; communications; crisis communications and advertising plans
- May 2009 **Bachelor of Arts** in Journalism  
 Amherst, MA  
 University of Massachusetts Amherst  
 cum laude Journalism, GPA: 3.7/4.0

## Activities and Honors

Presented at Higher Ed Expert's 4th Annual 2016 Higher Ed Analytics Conference  
 Presented "*Social Media Marketing - Tools for Success*" at Student Affairs staff retreat  
 Presented to internal College stakeholders "*How and Why Curry College is Leveraging Social to Achieve Our Goals*"

## Websites, Social Media

- <https://twitter.com/adampcoulter>
- <https://www.linkedin.com/in/adampcoulter/>
- <https://adampcoulter.wordpress.com/>