

# Andrew Strom Adams

Revenue-Driven Marketing Leader

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A proven marketing leader with a track record of driving demand and exceeding revenue goals. Increased qualified leads and revenue through cohesive strategies integrating product marketing, content, paid advertising, and more. Skilled at connecting business objectives to growth-focused marketing plans and leading cross-functional teams for flawless execution. Adept in strategy development, integrated campaigns, and project leadership, focused on driving new business into the organization. Successfully translates complex marketing initiatives into measurable ROI.

## Professional Experience

### Director of Integrated Marketing

Scorpion  
7/2023 - Present

- Conceptualized and executed integrated marketing campaigns to generate qualified leads and monthly recurring revenue.
  - Direct mail thought-leadership publication with 3300%+ ROI
  - Email and webinar campaign with \$400K+ in MRR
- Formulated growth strategies targeting prospect and upsell audiences.
- Cultivated and managed strategic partnerships and oversaw all partnership marketing for the organization.
  - Influenced \$400K+ in MRR in six months
- Established cross-functional relationships with content, product marketing, brand, events, and demand teams to execute strategies.
- Managed corporate marketing project management and led multiple teams to ensure adherence to timelines and deliverables.
- Crafted compelling content for email, landing pages, webinars, and more.
- Implemented customer marketing campaigns and initiatives that increased revenue and improved customer communication.

### Senior Manager, Content Strategist & Editor

Scorpion  
5/2021 - 6/2023

- Pioneered and managed the editorial calendar for multiple verticals, encompassing print, digital, video, and podcasts.
- Articulated and implemented the strategy to position Scorpion as a thought leader in the legal marketing landscape.
- Authored diverse content, including blogs, e-books, infographics, website pages, print collateral, and more.
- Established productive collaborations with other teams, including PR, events, corporate marketing, and beyond, to facilitate high-quality content.
- Led a team of in-house and freelance copywriters.

### Director of Marketing

Vutility  
6/2020 - 5/2021

- Established the company's brand, messaging, and overall identity.
- Devised a successful lead generation strategy.
- Collaborated with the sales to spearhead business development initiatives.
- Served as a trusted advisor to the CEO on communication strategy, providing valuable insights and recommendations.
- Actively participated in executive team decision-making processes, contributing to the successful execution of strategic initiatives.

## Director of Marketing

### Aqua-Yield

4/2019 - 6/2020

- Developed and executed marketing strategies and sales initiatives.
- Created company marketing plan and delivered on KPIs throughout the world.
- Managed new product development, including a consumer product line.
- Worked alongside the sales team on business development efforts.
- Played an active role in company management.
- Directed all aspects of marketing KPIs and goals.

## Director of Marketing & Business Development

### Maschoff Brennan

8/2015 - 4/2019

- Developed the firm's marketing and business development strategy and implemented plans that met all goals within the company.
- Worked directly with attorneys on business development plans - helping attorneys target specific industries or clients for new business.
- Created branding and campaigns, managing all online, print, and other media representing the company.
- Handled community relations, internal and external communications, and event planning while collaborating across departments to design and implement effective marketing plans.

## Marketing & Business Development Manager

### Durham Jones & Pinegar

12/2013 - 8/2015

- Managed all marketing, internal and external communications, and business development efforts for five offices and over 90 attorneys.
- Coordinated Corporate and individual sponsorships.
- Developed marketing strategies and managed event planning activities, creating campaigns that utilized social media platforms.
- Implemented advertising from concept to completion, assisting attorneys with effective marketing plans for individual practices, increasing revenue.

## Education

### Westminster College

Master of Business Administration, 2017

### Oklahoma Baptist University

Bachelor of Arts, 2010

Major: News & Information | Minor: Graphic Design

## Community Involvement

### MountainWest Capital Network

Volunteer, 2012- Present

### South Jordan Elem. School Community Council

Chair, 2023-Present

## Skills

- Strong Writing Skills
- Demand Generation
- Strategic Communications
- Channel Marketing
- Adobe Creative Suite
- Marketing Strategy
- Company Leadership
- Project Management
- Growth Marketing
- Team Leadership
- Public Relations
- Event Planning