

Andrew Strom Adams

Marketing, Development & Growth Executive

801-230-6137

a.strom.adams@gmail.com

[linkedin.com/in/andrewsadams/](https://www.linkedin.com/in/andrewsadams/)

Dedicated, exceptional and talented leader of digital and traditional marketing, growth initiatives, business development & communications. Proven ability to execute action plans, develop creative campaigns and spearhead projects from conception to completion. Looks for creative solutions to business development woes. Enjoys managing people, bringing everyone together for the common good of the company and never backs away from a difficult situation. Multifaceted leadership experience matched with creating innovative solutions that drive constant results. Proactively develops key relationships, driving meaningful business changes, and translating traditional and digital marketing projects into significant returns. Significant experience and expertise in both marketing, communications and business development with outstanding oral and written skills; bold and tenacious in hands-on execution of campaigns.

a.strom.adams@gmail.com | 801.230.6137

Professional Experience

DIRECTOR OF VERTICAL

GROWTH

Scorpion

Lehi, UT

July 2023 - Present

- Developed integrated marketing campaigns to drive qualified leads for home services and legal verticals.
- Created strategy for vertical growth initiatives, promoting company product lines, for legal and home services.
- Managed strategic partnerships for legal vertical.
- Collaborated with sales and customer success to increase leads and upsells.
- Worked cross-functionally with content, product marketing, brand, events, and demand teams to execute strategies.
- Project-managed multiple teams to maintain timelines and deliverables.
- Created content for email, landing page, webinars, and more.
- Developed customer marketing campaigns and initiatives.

SR. MANAGER OF CONTENT

STRATEGY & EDITOR

Scorpion

Lehi, UT

May 2021 - July 2023

- Created and managed editorial calendar for all legal, home services, and general vertical content including print, digital, video and podcasts.
- Defined the strategy to make Scorpion a thought-leader in legal marketing.
- Wrote a variety of content including blogs, e-books, infographics, website pages, print collateral, and more.
- Worked with other teams to help develop content including PR, events, corporate marketing, and more.
- Managed a team of in-house and freelance copywriters to deliver on monthly, quarterly, and yearly content goals.
- Worked with outside partnerships to create content and webinars to benefit the organization and develop business for Scorpion.

DIRECTOR OF MARKETING

Vutility

Sandy, UT

June 2020 - May 2021

- Created the brand voice, messaging and overall look of the company.
- Developed effective lead generation campaigns to increase leads.
- Collaborated with sales team on targeted business development efforts
- Worked directly with CEO to develop communication strategy for company.
- Managed company branding including website, messaging and PR.
- Actively involved in executive team decisions and execution.

Andrew Strom Adams

Marketing, Development & Growth Executive

801-230-6137

a.strom.adams@gmail.com

[linkedin.com/in/andrewsadams/](https://www.linkedin.com/in/andrewsadams/)

DIRECTOR OF MARKETING

Aqua-Yield

Draper, UT

Apr. 2019 - June 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 brand new consumer product line.
- Worked alongside sales team on business development efforts.
- Defined key accounts and developed strategies to market directly.
- Played an active role in company management.
- Directed all aspects of marketing, public relations, social media, trade show and advertising goals.
- Worked with partners to improve partner program and experience.
- Managed trademarks, product names and packaging.

DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT

Maschoff Brennan

Park City, UT

Aug. 2015 - Apr. 2019

- Developed the firm's entire 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 that represented 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

Salt Lake City, UT

May 2011 - Aug. 2015

- Managed all marketing, internal and external communications, and business development efforts for 5 offices and over 90 attorneys.
- Coordinated Corporate and individual sponsorships.
- Developed marketing strategies firm-wide 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 their individual practices, which resulted in increased business growth and revenue.

Education

WESTMINSTER COLLEGE

Master of Business Administration 5/2017

OKLAHOMA BAPTIST UNIVERSITY

Bachelor of Arts, 5/2010

Major: News and Information | Minor: Graphic Design

Skills

- Strong Writing Skills
- Editing Experience
- Strategic Communications
- Integrated Marketing
- Adobe Creative Suite
- Marketing Strategy
- Content Management Systems
- Company Leadership Support
- Social Media
- Team Leadership
- Public Relations
- Event Planning