

ADAM DIETZ

989-965-5356 Mradamdietz@gmail.com

EDUCATION

M.A | English | Northern Illinois University | May 2016

B.A | English: Secondary Education; History Minor | Western Michigan University | Dec 2012

SKILLS & SOFTWARE PROFICIENCIES

- Writing (Digital & Print)
- Editing
- Social media marketing
- SEO
- Google Keyword Planner
- Publishing
- Podcasting
- Screenwriting
- SEM Rush
- Yoast SEO
- Education
- Customer service
- Management
- Email marketing
- Social Media Certification - Hubspot
- MailChimp
- Sprout Social
- WordPress
- Content strategy

CONTENT MARKETING MANAGER | Mobile Marketing | June 2021- present

- Manage content team and work queue for all writers on staff
- Write/edit SEO-optimized copy for client websites, blogs, newsletters, promotions, and social media posts
- Manage content strategy on behalf of company/client sites

WRITER & EDITOR | Freelance | Jan 2016 - present

- Published in *McSweeney's Internet Tendency*, *The Northern New England Review*, *The Wayne Literary Review*, *Slackjaw*, *Points in Case*, *Weekly Humorist*, *The Derry Gazette*, *Art in Autism*, *Our Human Sustainability*, *Defenestration Literary Magazine*, *Widget*, and many others
- Editor of *Yapjaw* newsletter; a comedy newsletter with 20,000+ subscribers
- Award Winner: Oil Valley Film Festival; Hour-long Television Pilot Teleplay
- Semi-Finalist: Orlando Film Festival; Screenwriting, Television

CREATOR & CO-HOST | Home Impodcast: A Home Improvement Podcast | May 2016 - present

- Creator, producer, co-host, editor, and marketing strategist for Home Impodcast, a weekly podcast dedicated to the hit 90's TV show, Home Improvement
- Podcast success includes over 230 episodes aired to date, nearly 2.5 million downloads, and paid sponsorships

SOCIAL MEDIA STRATEGIST | Inlanta Mortgage | Jan 2021- May 2021

- Manage social media content, strategy, and scheduling for the corporate brand and more than 60 individual loan officer accounts
- Content writer for blogs, newsletters, and executive scripts

CUSTOMER ADVOCATE | Carvana | Sept 2020 - Dec 2021

- Deliver quality customer experience and serve as the direct point of contact for Carvana customers

BRAND CONTENT MANAGER | Study Group | May 2018 - April 2020

- Draft and edit copy for corporate newsletter articles, SEO optimized blogs, press releases, and emails
- Analytical driven content strategy for 13 partner schools
- Manage social media accounts for 13 partner schools

INSTRUCTOR | Northern Illinois University, College of Lake County, Kishwaukee College | Aug 2014 - May 2018

- Adjunct Instructor of English and Composition