

Adam Frazier

<https://thefraze.journoportfolio.com/>

Adam Frazier grew up in the heart of Appalachia, dreaming of an escape from the crushing mundanity of the rural South through the works of visionaries like George Lucas, Stan Lee, Steven Spielberg, and Stephen King. A storyteller at heart, Adam currently resides in Charlotte, North Carolina – the pimento cheese capital of the world – where he spends his time watching, writing, and writing about what he's watching.

Work Experience

Digital Content Strategist, Cedar Fair, Charlotte, NC 2019 - Present

In my current role as a Digital Content Strategist at Cedar Fair Entertainment, I coordinate with various stakeholders to schedule, implement, maintain, measure, and report on digital content for a portfolio of five amusement parks. I work with park teams to develop and manage a comprehensive editorial calendar, ensure relevant content is created in a timely manner, meets brand standards, is free of errors, is implemented following established best practices across both the website and mobile app, and achieves key business goals.

Writer, /Film, Remote 2019 - Present

/Film, also stylized as Slashfilm, is a blog that covers movie news, reviews, interviews, and trailers. I write the weekly "Star Wars Bits" column that collects all the week's news from that galaxy far, far away, as well as contributing features and interviews with film professionals.

Staff Writer, First Showing, Remote 2016 - 2021

First Showing is an entertainment website that provides coverage of mainstream and independent films and the connection between Hollywood and the audience. As a Staff Writer, I reviewed new theatrical releases, providing my unique perspective on film and the entertainment industry.

Marketing Content Writer & Editor, AvidXchange, Charlotte, NC 2015 - 2019

AvidXchange is an industry leader in automating invoice and payment processes for midmarket companies spanning multiple industries. As a Marketing Content Writer & Editor, I created blogs, eBooks, website content, landing pages, emails, ads, infographics, case studies, customer testimonials, press releases, and event collateral, as well as key messaging and positioning statements. I also managed social media and engaged in conversations with employees, prospects, and customers as a brand advocate.

Staff Writer & Associate Editor, Geeks Of Doom, Remote 2012 - 2021

Geeks of Doom is an entertainment website with a focus on geek-related news. As a Staff Writer & Associate Editor, I reviewed new theatrical and home video releases and wrote news stories and features on film, television, comics, books, and video games.

Sr. Content Writer & Marketing Specialist, The Idea People, Charlotte, NC 2013 - 2015

The Idea People is a marketing and web design agency that provides digital marketing solutions, SEO, and custom content development. As a Sr. Content Writer, I was responsible for writing and editing marketing website content, blogs, and social media posts for a variety of clients spanning multiple industries.

Education

Radford University, Radford, VA 2002-2006

Bachelor of Arts in Media Studies; Concentration in Print Journalism (Cum Laude)

References

References are available by request!