

Adam Frazier

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

A seasoned Digital Content Strategist and Content Writer, 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 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, Six Flags Entertainment Corporation, Charlotte, NC 2019 - Present

Scheduled and implemented digital marketing strategies across five amusement parks, achieving key business goals by ensuring content was timely, met brand standards, and was error-free. Managed comprehensive editorial calendars in collaboration with stakeholders, enhancing content visibility and engagement across website and mobile app platforms. Implemented best practices in digital content creation and maintenance, contributing to the company's overall digital marketing success.

Writer, /Film, Remote 2019 - 2023

Spearheaded the "Star Wars Bits" column at /Film, curating weekly news to create compelling digital content that increased reader engagement and website traffic. Collaborated with film professionals to produce in-depth features and interviews, enhancing the brand's visibility.

Staff Writer, First Showing, Remote 2016 - 2021

Reviewed new theatrical releases for First Showing, providing unique insights on mainstream and independent films, which enhanced brand visibility and audience connection. Collaborated with the editorial team to ensure content was timely, met brand standards, and was error-free.

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

Created blogs, eBooks, website content, landing pages, emails, social media posts, ads, infographics, case studies, customer testimonials, press releases, event collateral, key messaging, and positioning statements, enhancing brand visibility across multiple industries through strategic content marketing.

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

Created engaging digital content on geek-related news, significantly increasing reader engagement and website traffic by leveraging in-depth knowledge of film, television, comics, books, and video games. Reviewed new theatrical and home video releases, crafting compelling stories and features that enhanced brand visibility and established Geeks of Doom as a premier source for entertainment news.

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

Crafted and managed a diverse range of marketing website content, blogs, and social media posts, significantly contributing to brand visibility and engagement. Collaborated with cross-functional teams to deliver digital marketing solutions that met client objectives and deadlines, ensuring content was timely, met brand standards, and was error-free.

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!