

# ADAM FRAZIER

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Seasoned Digital Content Strategist and Content Writer with over a decade of experience crafting compelling content for organizations of all sizes and diverse audiences. Skilled in collaborating with cross-functional leaders, teams, and partners to design content tailored for various audiences. Proven track record of expertly creating and maintaining digital content that is clear, consistent, and aligned with brand goals and values.

## EXPERTISE

- Creating, optimizing, and updating website content with a focus on SEO, ensuring it aligns with brand voice and tone.
- Skilled in writing and editing content for diverse formats, ensuring clarity and adherence to style guides as needed.
- Collaborating with brand and product teams to accurately communicate offerings and translate complex concepts into accessible and engaging language.
- Strong research abilities, able to conduct interviews and craft compelling stories.
- Able to manage multiple projects and meet tight deadlines in fast-paced environments.

## EXPERIENCE

AUGUST 2019 – CURRENT

### DIGITAL CONTENT STRATEGIST, SIX FLAGS

- Scheduled and implemented digital marketing strategies across multiple websites, 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 websites and mobile app platforms. Implemented best practices in digital content creation and maintenance, contributing to the company's overall digital marketing success.

AUGUST 2015 – JANUARY 2019

### MARKETING CONTENT WRITER, AVIDXCHANGE

- 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.

NOVEMBER 2019 – FEBRUARY 2023

### ENTERTAINMENT WRITER, /FILM

- Spearheaded the "Star Wars Bits" column, 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.

**JUNE 2016 – JULY 2021**

**ENTERTAINMENT WRITER, FIRST SHOWING**

- Reviewed new theatrical releases, 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.

**AUGUST 2013 – AUGUST 2015**

**SR. CONTENT WRITER AND MARKETING SPECIALIST, THE IDEA PEOPLE**

- 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**

**2002-2006**

**BACHELOR OF ARTS MEDIA STUDIES, RADFORD UNIVERSITY**

Media analysis and production, specifically on creating content for print publications like newspapers and magazines, including news writing, feature writing, editing, and layout design.

## **SKILLS**

- Copywriting and Editing
- Narrative Storytelling
- Research & Historical Context
- Microsoft Office Suite
- Adobe Creative Suite
- HubSpot CRM Platform
- AP Style
- Content Creation & Strategy
- Content Management Systems
- Project Management Platforms
- Airship Experience Platform
- Detail Oriented
- Strong Written and Oral Communication Skills

## **RECOMMENDATION**

"Adam Frazier is an extraordinary team member. He's someone you wake up in the morning looking forward to seeing because you know something witty and brilliant will be waiting for you at the office. Adam is innately creative and consistently thinks of new ways to approach topics and projects. I had the pleasure of working with Adam for many years, and I was always impressed with the quality of his work. He is a social media expert and a content aficionado. Adam was always great at bringing new and effective ideas to the table, materializing them into content that was easy for our target market to consume. It was excellent fuel for AvidXchange's lead generation program." – **JEN MOSS, MARKETING AND COMMUNICATIONS LEADER**