

Christopher Adam

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Communications Leader

- Proven ability to produce strategic and targeted content.
- Experience leading communications teams across multiple platforms and projects.
- Success in managing multiple assignments to meet tight deadlines.

Professional Experience

PURDUE RESEARCH FOUNDATION, WEST LAFAYETTE, IN

Writer/Publicist, 4/2018-present

- Direct media relations and social media operations for the organization (helped set media impression records for 11 of 12 first months with the department; saw increases in engagement and followers across all social media platforms)
- Create strategic stories about patented technologies, research and startups
- Oversee broadcast relations/projects for the department

PURDUE UNIVERSITY, WEST LAFAYETTE, IN

Director of Marketing and Communications, 11/2012-4/2018

- Lead content producer/writer for digital projects across the university
- Served on committee to set editorial standards and agenda for the university

IVY TECH COMMUNITY COLLEGE, LAFAYETTE, IN

Grant and Marketing Assistant, 10/2011-11/2012

- Developed marketing pieces for statewide student recruitment
- Prepared grant reports for various agencies

WRTV, INDIANAPOLIS, IN

News Producer, 5/2005-4/2011

- Produced 7 p.m. and morning newscasts
- Oversaw afternoon social media outreach
- Produced consumer, health and special content

Technology

Social Studio, Brandwatch, Hootsuite, Content Management Systems (Cascade and Zope), Google Analytics, Delivra

Education

PURDUE UNIVERSITY, WEST LAFAYETTE, IN

Bachelor of Arts

- Major: Communication
- Minors: Organizational Leadership, Sociology
- Graduated with honors