

# Robert J. Adams

BobAdamsCommunications.com

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## PROFILE

Strategist, team leader and editorial content creator with a passion for team building, work-flow efficiencies and project management. Highly experienced in creating and managing print and digital communication, including dedicated websites, social media, marketing materials and print publication content.

## PROFESSIONAL EMPHASIS

- Content creation (print and digital media)
- Copy editing and proofreading
- Social media
- Health care and wellness issues
- Marketing materials
- Project management
- Workflow efficiencies
- Staff recruitment and retention
- Employee training
- Media Relations

Experienced with IBM and Macintosh operating systems, Microsoft Office Suite, Adobe InDesign, QuarkXPress, Adobe Photoshop, Adobe Dreamweaver, Excel, Adobe Acrobat and Microsoft PowerPoint. In-depth knowledge of Associated Press Stylebook and Chicago Manual of Style.

## PROFESSIONAL EXPERIENCE

**Bob Adams Communications** www.bobadamscommunications.com

Writer, Editor and Proofreader

Full-time, November 2009 to present; Part-time, December 1997 to November 2009

Major clients include: California State University Northridge; MikeWorks.net; ABCNews.com; *Out* magazine; *The Out Traveler* magazine; In Bed Productions; Here Media; *Whole Life Times* magazine; *Med Ad News* magazine; North American Publishing Company; *Office and Industrial Properties* magazine; *Multifamily Executive* magazine

**Oui Always Have Paris** www.ouialwaysshaveparis.com | www.facebook.com/ouialwaysshaveparis

Publisher and Editor of blog focusing on travel to Paris, France

November 2013 to present

**Here Media** www.hivplusmag.com

Managing Editor, *HIV Plus* magazine, January 2008 to October 2009

Senior Editor, *HIV Plus* magazine, July 2000 to August 2006

Key accomplishments include:

- Doubling unique visitors to publication's website and quintupling page views over a one-year span
- Creating a biweekly e-newsletter that increased online and print publication readership by 50%
- Establishing the first cross-publication promotions with sister magazines *The Advocate* and *Out*

Other responsibilities included: Managing graphic designer and copy editor; assigning, line editing, copy editing and proofreading all copy for print and electronic publications; heavy news and features writing, including more than two dozen magazine cover stories.

**L.A. Gay & Lesbian Center** www.lagaycenter.org

Communications Manager, August 2006 to December 2007

Key accomplishments include:

- Successfully redesigning the organization's award-winning newsletter, *Vanguard*, to triple its size, add four-color imagery and allow outside advertising to raise new revenue
- Creating the center's first organization-wide design and copy style guide
- Garnering national, state and local media coverage of major center events, including the 2007 AIDS/LifeCycle fundraiser that raised more than \$12 million

Other responsibilities included: Assigning, line editing, copy editing and proofreading all material for the center's Marketing and Communications department; copy editing all print and electronic content produced by all other center employees.

**Masco Communications** www.epgn.com

Associate Editor, *Philadelphia Gay News*, April 1998 to July 2000. Promoted from Editorial Assistant to Associate Editor in 1999

Key accomplishments include:

- Self-taught proficiency in QuarkXPress necessary for weekly newspaper design
- Awards for feature and news writing from the Society of Professional Journalists/Philadelphia Chapter and the Pennsylvania Society of Newspaper Editors

Other responsibilities included: Heavy news, features and arts/entertainment writing; second-edit of all newspaper copy.

**North American Publishing Company** www.pubexec.com

Senior Writer and Web Editor, *Publishing and Production Executive* magazine, January 1993 to December 1997. Promoted from Assistant Editor to Associate Editor in 1995; promoted from Associate Editor to Senior Writer in 1996

Key accomplishments include:

- Creating the magazine's first-ever website
- Managing a yearly industry trade show, BookTech, that included 100-plus speakers and presenters and attracted several thousand attendees
- Coordinating a yearly international print publication competition, the Gold Ink Awards
- Writing more than 20 magazine cover stories

Other responsibilities included: Heavy news and features writing; final proofreading of all magazine content; coordinating submission of outside advertising materials; representing the publication at industry conferences, trade shows and symposia held throughout the United States.

**Drexel University** www.drexel.edu

Managing Editor, *The Alumni Digest*, October 1990 to January 1993

Associate Editor, *The Great Court Courier*, October 1990 to January 1993

Key accomplishments include:

- Marketing of and providing editorial coverage for the university's yearlong centennial celebration, which included numerous events in Philadelphia and throughout the nation's Mid-Atlantic region for students, alumni, faculty and benefactors
- Creation of the university's first-ever newspaper for faculty and staff, *The Great Court Courier*

**AWARDS AND HONORS**

- 2007 Public Relations Society of America-Los Angeles Chapter: PRism Award, Best Non-Profit Newsletter (L.A. Gay & Lesbian Center)
- Society of Professional Journalists/Philadelphia Chapter 2000 Awards: Third Place, Deadline News Story (*Philadelphia Gay News*)
- Pennsylvania Society of Newspaper Editors 1999 Keystone Press Awards: Second Place, Feature Story (*Philadelphia Gay News*)

**EDUCATION****Iowa State University**

August 1990

B.S. in Journalism and Mass Communication (Minor: English)

**PROFESSIONAL CONTACTS**

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