

Adam Awdish

creative problem solver

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Education

Michigan State University
BA in Advertising,
Creative Focus
Graduated December, 2017

Certifications

Google Ads Search & Display
Tests passed October 2021
NAPSR Pharmaceutical Sales
Test passed January 2020
Created Thinking:
Techniques & Tools
Course passed May 20, 2020
Design: Creation of Artifacts
in Society
Course passed June 21, 2020

Skills

Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe After Effects
Adobe Premiere Pro
Adobe Dreamweaver
Graphic Design
Branding
Picture & Video Editing
Photography
Composition & Design
Illustration
Copywriting
HTML & CSS

Experience

Innovative Research, Inc., 2020 - Present
Marketing Specialist

Responsible for managing the company's online presence. This included managing SEO campaigns, creating digital ads, developing social media ads, managing and engaging with social media communities, and monitoring and upkeeping the company website. Conceptualized and created sales and marketing materials for use in a wide range of mediums. This includes presentation decks, flyers, promotional items, billboards, radio copy, branded company documents, and more.

Cadillac Brick Company, 2020
Account Executive

Excelled in lead generation, sales, and customer relationship management by creating personal sales collateral and other related materials in accordance to company brand standards. Acted as a project overseer to ensure that orders were fulfilled as specified by the customer on time. Assisted with any issues or questions that came up during the sales and fulfillment process.

Holbrook Auto Parts, 2018 - 2019
Creative Marketing Director

Controlled and managed the company's entire digital presence, including website development and management, SEO optimization, social media community management, digital ad creation, and more. Acted as the sole content creator and creative for all assets created for the brand while I was there. My creative work included capturing original photography and film to edit, social media content creation, interacting with customers in person and online to collect feedback, creating banners and flyers, etc.

Volkswagen, 2018
Freelance Art Director/Copywriter

Conceptualized and created a Snapchat geofilter that was scheduled to be used at the 2018 Chicago Auto Show.

Created copy used on national branded social media accounts to promote their new vehicle, and touched up branded photos that were distributed nationwide for use in certified dealerships as sales collateral.