

# Adam Rosenberg

## Relevant Experience

Better Collective (Action Network, VegasInsider, RotoGrinders) Boston, MA (Remote)  
Head of Marketing & Communications (US) Feb 2022 - Present

- Leads all marketing, branding, and communications activities for international sports media company's collection of brands and talent in the US.
- Built department and manages three external agencies and two direct reports.
- Partners with BU leads to map communications and business goals to specific outputs and KPIs.
- Develops brand awareness campaigns through social media, content, partnership, and public relations strategies.

### Key Accomplishments:

- Company spokesperson appearing as an expert on sports media on [VSIN](#), [Audacy](#), and iHeartRadio programming.
- 300% brand mention increase over a six-month period through media coverage and dedicated link campaigns.
- Guest-hosted weekly [betting trends show](#) for VegasInsider - most downloaded show in portfolio.

Vindex New York, NY (Remote)  
Head of Communications & PR Oct 2020 - Feb 2022

- Hired as the organization's first-ever Head of Communications, reporting directly to the CEO and co-founder, and single-handedly built out the entirety of the communications department and managed one direct report.
- Responsible for leading and planning messaging and announcements, media relations, executive visibility and thought leadership, brand partnerships, issues management, monitoring and reporting, and internal communications across Vindex corporate and its business units (Esports Engine, Let's Play, and Belong Gaming Arenas).

### Key Accomplishments:

- Increased executive and brand visibility 400% YoY through PR and thought leadership activities.
- Secured coverage for Vindex, its brands, and executives in outlets such as [VentureBeat](#), [Digiday](#), [Esports Insider](#), [Esports Observer](#), [Boardroom](#), [Sportico](#), and [Sports Business Journal](#)
- Honored with several best-in-class awards for work of Esports Engine including Hashtag Sports Awards, Cynopsis Sports Media Awards, Esports Awards, and Tempest Awards.

GRAIL Boston, MA (Remote)  
Senior Digital Consultant (Contract) July 2020 - Oct 2020

- Developed and executed a digital marketing program at a biotech startup aimed at increasing social presence and brand awareness in key geographies
- Owned content strategy, planning, channel development, social measurement and paid social campaigns.
- Built real-time social response, monitoring, and content development engine to capitalize on trending topics and news, resulting in 700% increase in coverage MoM.

Revere (a Daniel J Edelman Company) San Francisco, CA/Boston, MA  
Vice President, Digital & Content Strategy Dec 2018 - June 2020

**Clients: Optimizely, Apptio, Google Stadia, Vindex, Ingram Micro, Octave Group (TouchTunes/PlayNetwork)**

- Owned digital marketing, content strategy, measurement, and social program integration including creative ideation, influencer programs, lead-gen content development, and brand awareness campaigns.
- Built an integrated marketing strategy team of two direct reports, implementing audience, measurement, go-to-market, and branded content strategies.
- Led storytelling, media training, and narrative-building sessions to craft marketing communications, content strategies, and PR programs to drive successful client business objectives, including new user sign-ups, executive awareness, and brand visibility.

### Key Accomplishments:

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- 350% increase in share of voice measurement MoM from [June 2019 Series D funding](#) announcement for Optimizely.
- Implemented operational changes, including weekly burn reports and budget forecasts, that improved profitability across accounts by more than 20%.

The Clorox Company  
 Manager, Brand Engagement (PR/Digital/Social)

Oakland, CA  
 May 2016 – Dec 2018

**Clorox Cleaning & Laundry (May 2016 – Dec 2017), Kingsford Charcoal & Emerging Brands (Dec 2017 – Dec 2018)**

- Content & Channel lead responsible for all digital content marketing, public relations, CRM, paid search & social, influencer, and branded content development for Kingsford Charcoal and Clorox Cleaning & Laundry products.
- Managed \$4M PR/Digital budget and planning efforts for yearly integrated brand marketing campaigns.
- Oversaw end-to-end production of advertising, social experience, and owned content across multiple channels (digital/social, banner ad, OOH, online video, in-store).
- Drove media partnership activations with Major League Baseball, Yahoo Media, Meredith, and Funny or Die.
- Designed campaign benchmarks and identified meaningful metrics through analytics platforms to prove ROI and drive the business forward (paid media, deliverability, SEO, site traffic, engagement rates, and media impressions).

**Key Accomplishments:**

- Finalist for 2017 “Marketers That Matter” award in Digital Marketing category for [Safe Water program](#).
- 73MM media impressions from [Opening Day is Back](#) (2018) partnership launch with MLB and spokesperson David Ortiz including 4.5MM video views.
- 2MM organic video views in first 24 hours on [#NoOffSeason](#) (2018) video campaign with Bartolo Colón.

Burson-Marsteller  
 Director, Digital Strategy

San Francisco, CA  
 Apr 2015 – Apr 2016

**Clients: Fitbit, Google, Oracle, Hello Inc., Novartis, Astellas**

- Led digital & social integration, planning, and content creation for all key accounts across the company.
- Created content marketing and storytelling frameworks for cross-channel execution and measurement.
- Implemented analytics and reporting solutions (Radian6, Sysomos) that aligned with client KPIs.

**Key Accomplishments:**

- 400% increase revenue month-to-month for Fitbit after integrating key infrastructure improvements and efficiencies.

Edelman Digital  
 Senior Account Supervisor, Social Strategy & Programming

San Francisco, CA  
 May 2011 – Apr 2015

**Clients: Juniper Networks, Activision, PayPal, HP, Microsoft, Skype, Shell, Western Digital**

- Served as agency-wide strategic lead for all things Facebook and agency liaison. Trained internal and external stakeholders on best practices for content creation and engagement programming on the platform.
- Owned editorial content strategy, paid social advertising, and community management teams for multiple accounts.

**Key Accomplishments:**

- Generated [\\$500 million in sales for Activision's “Destiny” game on first day](#) by implementing digital content and social programming strategy.

**Other Experience**

**Salsa Labs, Inc. Community Manager**, Washington, DC – Apr 2010 - Apr 2011  
**Center for Democracy & Technology New Media Director**, Washington, DC – Mar 2009 - Apr 2010  
**APCO Manager for Grassroots & Issues Management**, Washington, DC – Jan 2007 - Mar 2009  
**DCene, LLC, Founder/CEO**, Washington, DC – 2003 -2007

**Education:**

**Master of Arts in Political Communications**, 2005  
 George Washington University, Graduate School of Political Management  
**Bachelor of Arts in Environmental Policy and Political Science**, 2003  
 Syracuse University, Maxwell School of Citizenship and Public Affairs

**Fun:**

- Produces podcasts/hosts weekly betting show “[Beat the Line](#)”
- 3-time finisher of BikeMS 100-mile course
- DJ/Music producer ([as MJP](#)) Former frontman for [10-piece funk band](#).
- Proficient in orchestrating viral cosplay [tweets](#)

