

Adam Rosenberg

Accomplished brand marketing leader and storyteller with over 18 years of communications, brand, and digital marketing experience. Established expertise in public relations, social media and content strategy, cross-functional team leadership, and relationship management. Proven history of achieving marketing and communications goals with accounts and brands including Clorox, Kingsford, Activision, Optimizely, Microsoft, and Action Network.

Key Accomplishments:

- 73MM media impressions from [Opening Day is Back](#) partnership launch with MLB including 4.5MM video views. 2MM organic video views in first 24 hours on [#NoOffSeason](#) video campaign with Bartolo Colón.
- 350% increase in share of voice measurement MoM for Series D funding announcement.
- Proven leadership and mentoring skills with a strong desire to develop teams, recognized for professional excellence at Edelman, Clorox, and Vindex.
- Content Creator and influencer for several brands producing social videos generating 16K video views and over 300 hours of watch time in a month.
- Increased executive visibility by 400% YoY through public relations and thought leadership strategies.
- Managed teams, which increased revenue MoM by 400% with key infrastructure improvements and efficiencies.
- Secured 1.5M in new business revenue across digital marketing and public relations disciplines.
- Converted net new broadcast media contacts into regularly occurring talent and spokesperson appearances.

Conover Tuttle & Pace Advertising Senior Director, Partnerships & Growth

Boston, MA
April 2023 - Present

- Leads business development and client partnership efforts for 40-person creative communications agency
- Grow business leads and establishes pipeline through network and prospecting activities
- Provides thought leadership and educates partners internally on best industry practices for integrated marketing and media relations
- Maintains executive and senior-level relationships, while identifying growth opportunities within existing clients

Better Collective (Action Network, VegasInsider, RotoGrinders) Head of Marketing & Communications (US)

Remote
Feb 2022 - Oct 2022

- Led all marketing, branding, and communications activities for the sports media company's collection of brands and talent in the US, focusing on iGaming and sports betting.
- Built a department and managed 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, SEO content, and public relations strategies.

Vindex Head of Communications & PR

Remote
Oct 2020 - Feb 2022

- Hired as the organization's first-ever *Head of Communications* and spokesperson, reporting directly to the CEO and co-founder
- 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 and Belong Gaming arena.

Revere (a Daniel J Edelman Company) Vice President, Digital & Content Strategy

San Francisco, CA
Dec 2018 - June 2020

Clients: *Optimizely, Apttio, 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.
- Led integrated marketing strategy team of two direct reports, implementing audience, measurement, GTM, and branded content strategies.
- Led storytelling and narrative-building sessions to craft marketing communications and PR programs to drive successful client business objectives, including new user sign-ups, executive awareness, and brand visibility.

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.
- Worked with in-house agency (Electro) to oversee 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).

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.

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 and social marketing teams for multiple accounts.

Other Experience

FTN Networks, Strategic Advisor March 2023 - Present
WalterPicks, Strategic Advisor March 2023 - Present
Grail, Senior Digital Consultant, Boston, MA – July 2020-Oct. 2020
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

Fun

- 3-time finisher of BikeMS 100-mile course
- DJ/Music producer ([as MJP](#)) Former frontman for [10-piece funk band](#).
- Producer and host of Outlier "[Insights Show](#)" - YouTube and TikTok videos 3x a week
- Weekly [Home Run Prop Bet column](#), SGPN
- Proficient in orchestrating viral cosplay [tweets](#)

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