

Adam Stewart

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EXPERIENCE:

Messaging and Social Media Strategy • Brand Planning • Conversational Marketing • Client Management • Integrated Marketing Campaign Management • Community Development • Identifying Opportunities in Emerging Media

Freelance, Account Director + Interactive Strategist

(10.09 – Present)

Cisco, MIT Sloan, Buttercup Bake Shop

- Manage development and strategic direction of website design and email projects for MIT Sloan's Executive Education Program and Buttercup Bake Shop
- Oversee game development team for Cisco's first augmented reality project, focused on the B2B audience
- Develop brand strategies for engaging in interactive media

crayon, Relationship Supervisor, Cambridge, MA (Remote for NYC-based company)

(02.09 – 07.09)

Panasonic, ooVoo, GyPSii

- Drove conversational marketing efforts and manage client relationship for GyPSii's iPhone application launch
 - Conducted a competitive marketing review and conversation audit of the mobile social space to identify differentiators in a crowded tech space
 - Provide strategic advisory and manage PR partner for blogger outreach campaign around launch
- Collaborated with team on re-design, activation and support of Panasonic's Living in High Definition community
 - Defined components of community re-design, collaborate with Community Manager and assure that design is implemented in a fully-functional, intuitive and trackable manner
 - Concepted and manage vendor for bi-weekly community podcast and distribute through appropriate channels
- Provided strategic input into ooVoo marketing efforts, including Facebook, YouTube and community initiatives
 - Develop content for ooVoo and act as community manager on social hubs
- Developed research, planning, positioning and strategy for new business pitches
- Wrote contracts, define project scopes and manage client relationships in a highly-entrepreneurial environment

Digital Influence Group, Manager, Social Media, Waltham, MA

(02.08 – 10.08)

Alcatel-Lucent, IBM, Bentley, Digg, iRobot

- Directed the implementation of CureInsecurity.com, an interactive site experience to support the launch of Alcatel-Lucent's Nonstop Laptop Guardian
 - Drove paid and unpaid media strategy, including blogger outreach, presence on social media platforms (LinkedIn and twitter), SEM and banner placements on targeted IT sites
- Evaluated existing Alcatel-Lucent customer community, made recommendations to enhance the user experience and managed community re-design
 - Concepted and directed content creation for community, including video chats and blog content
- Developed and composed strategic recommendations for IBM to activate on-domain communities and reach the desired audience through social media
 - Projects included: social media pilot proposals in India and the UK; creation of a reference guide for reaching and marketing to IT professionals with social media
- Identified key pillars of Bentley structural engineering software in branding effort to create a differentiated and united sub-brand

Arnold, Account Manager, Boston, MA

(04.07 – 12.07)

Progressive Insurance (Auto, Motorcycle, Boat and Commercial)

- Strategic management, execution and implementation of cross-channel campaign announcing Pet Insurance product launch
- Assisted the brand planning team in research and development of target personas, including motorcycle, boat and RV owners
- Analyzed marketing strategies of competitors and developed assessment of client position in category

- Managed integrated team to ensure projects meet client and agency expectations
- Oversaw day-to-day project management of Assistant Account Manager

McCann-Erickson, *Digital Account Executive/Project Manager*, San Francisco, CA (09.05 – 03.07)

MSN, Windows Live

- Briefed creative and production teams on digital, print, OOH and web development projects
- Executed digital and SEM media campaigns and reviewed results for optimization opportunities
- Defined production capabilities and deliverables, including specs, site maps and rich media needs
- Managed strategy, client relations and production of MSN Search re-launch as Windows Live Search, re-branding of Messenger and Spaces and MSN Channels awareness campaigns

Butler, Shine, Stern & Partners, *Account Coordinator*, Sausalito, CA (12.03 – 08.05)

Noah's Bagels, Diageo Chateau and Estates Wine, VeriSign

- Briefed creative teams on projects and supervised production on digital, print, outdoor and broadcast materials to assure timelines and strategic objectives are met
- Attended strategy and planning meetings with account services, creative staff, and production team

Staples, Inc. Corporate Center, *Production Coordinator*, Framingham, MA (11.02 – 08.03)

AdLab (Student Advertising Agency at Boston University), *Copywriter*, Boston, MA (01.01 – 12.01)

EDUCATION:

Boston University – College of Communication, Boston, MA (09.98 – 01.02)

Bachelor of Science: Communications with concentration in Advertising; Minor: Philosophy