

## **Adam P. Spring**

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### **Professional Summary**

Dynamic digital storyteller with expertise in content creation, marketing, and technology driven communication strategies. Passionate about sustainable food systems and innovative branding. Skilled in crafting engaging narratives, managing social media campaigns, and developing creative assets to drive customer engagement.

### **Skills & Expertise**

- Social Media & Content Marketing (Facebook, Instagram, LinkedIn, Twitter)
- Email Marketing & Customer Engagement (HootSuite, Substack)
- Visual Storytelling & Digital Media Creation
- Adobe Creative Suite & Canva
- Copywriting & Editorial Content Development
- Community Engagement & Brand Strategy
- Photography & Videography for Marketing
- Project & Inventory Management

### **Professional Experience**

#### **Founder & Content Strategist | Remotely Interested LLC | 2014 – Present**

- Developed content strategies, enhancing brand presence through storytelling.
- Managed social media calendars and optimized email campaigns.
- Produced high quality visual content, including photography, video, and graphic design.
- Consulted on digital marketing strategies for businesses and nonprofits.

#### **Marketing & Communications Consultant | Points to Reality | 2020 – 2024**

- Led brand development, digital outreach, and content marketing strategies.
- Managed email marketing campaigns, increasing engagement and retention.
- Oversaw social media engagement, boosting audience growth and interaction.

### **Educational Consultant & Public Speaker | Various Clients | 2008 – Present**

- Published over 35 professional articles and research papers.
- Hosted webinars and podcasts on emerging technology and brand storytelling.
- Designed and executed workshops on digital content strategy and marketing.

### **Board Member & Nonprofit Leadership | Institute for Study & Integration of Heritage Techniques | 2018 – 2023**

- Guided strategy for nonprofit initiatives related to heritage preservation.
- Provided consultation on outreach and marketing strategies.

### **Other Nonprofit Engagements**

- Actively involved in Stone Mountain Historic Society 501(c)(3) organizations contributing expertise in digital strategy, community engagement, and content development.

### **Education**

PhD | 3D Documentation & Digital Heritage | Manchester Metropolitan University

MA | Landscape Archaeology | University of Bristol

BA | Archaeology | University of Bristol

### **Awards & Recognitions**

- IEEE Senior Member
- Talbert Abrams Award Winner

### **Publications & Media Contributions**

- Feature articles in IEEE Computer, Photogrammetric Engineering & Remote Sensing
- Podcast host & guest speaker for Autodesk, Hexagon AB, and industry events
- Video content creator for educational and marketing campaigns

### **Additional Information**

- Passion for sustainable food systems and local agriculture
- Hands on experience with photography and content creation for community driven brands
- Preference for collaborative, on site work environments supporting creative marketing strategies