

Adam Kern

DEVELOPER & MARKETING PROFESSIONAL

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EXPERIENCE:

Press Secretary - Indiana House of Representatives

2018 - Present

- Coordinated media relations and marketing materials for Indiana State Representatives.
- Drafted press releases and arranged media interviews with state and national news outlets.
- Managed Indiana House of Representatives website, updated member information and newsletters
- Designed and executed survey mailer campaign collecting thousands of survey results for state legislators.

Account Executive - Harris Media LLC

2016 - 2018

- Directed digital efforts for Bob Stefanowski, the first man to win a primary election in Connecticut while petitioning his way onto the ballot
- Executed a digital fundraising campaign that raised \$75,000 in 7 days
- Planned and executed digital strategy for business, political, and advocacy clients
- Executed paid search, Google, Facebook, and Twitter advertising campaigns of more than \$100,000
- Project management experience pushing multiple website design and business development projects forward while simultaneously managing accounts and campaigns for existing clients
- Directed the design and implementation of multiple website and video projects including a video that received over 2,000,000 views

Leadership Council Member - The Philos Project

2016 - Present

- Published articles on the Middle East, Israel, and American foreign policy
- Traveled to New York City, Poland, Israel, and Jordan, attended seminars, and collaborated on entrepreneurial projects focused on social entrepreneurship and humanitarian relief work in the Middle East

Marketing Intern - Cobra Moto LLC

2015 - 2016

- Managed company's website, social media, and digital accounts
 - Doubled company's video channel subscribers
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SKILLS AND CERTIFICATIONS:

Website Management	Google Adwords Certified	JavaScript
Search Engine Optimization	Facebook Ads Manager	CSS
Google Analytics	Double Click - Bid Manager	HTML
Shopify and e-commerce	Marin Software	GITHUB
Spanish Fluency	Twitter Ads Manager	Eleven Fifty Academy

EDUCATION:

Hillsdale College, American Studies and Spanish, Bachelor of Arts

2012 - 2016

- Magna cum Laude with Departmental Honors
 - Center for Cultural Studies - Seville, Spain
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LEADERSHIP:

Sigma Chi International Fraternity

2013 - Present

- Held executive board positions as the Magister (pledge educator) and Scholarship Chair
- Improved the cumulative house GPA from a 3.1 to a 3.3 and formulated house anti-hazing policy during my term

Big Brothers Big Sisters Program Coordinator

2014 - 2016

- Oversaw program operations and recruited at least 5 new volunteers each semester

Eagle Scout

2008

- Led workers in a project to restore a courtyard of a homeless shelter in downtown Indianapolis