

# Adam Kern

JUNIOR DEVELOPER & DIGITAL STRATEGIST

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## EXPERIENCE:

### Web Director and Press Secretary - Indiana House of Representatives

2018 - Present

- Managed Indiana House of Representatives website, implemented online material sharing feature for legislators
- Coordinated media relations and marketing materials for 14 Indiana State Representatives
- Drafted press releases and arranged media interviews with state and national news outlets
- 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
- 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

## SKILLS AND CERTIFICATIONS:

JavaScript	Node	Website Management
HTML and CSS	Bootstrap, Reactstrap, Material	Search Engine Optimization
React	Google Adwords Certified	Google Analytics
Angular	Facebook and Twitter Ads Manager	Shopify and e-commerce
Firebase, Github, Heroku	Double Click - Bid Manager	Spanish Fluency

## EDUCATION:

### Eleven Fifty Academy

2019

- Javascript Immersive Program

### Hillsdale College, Bachelor of Arts, American Studies and Spanish

2012 - 2016

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

## 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