

Shawn Adams

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PROFILE

Shawn is an agile, accountable leader with documented success in start-up and multi-national organizations. His passion for the digital space and consultative approach to business uncovers value opportunities from the evolving relationships between people, data and technology.

EXPERIENCE

Web Development Immersive, **GENERAL ASSEMBLY**

April 2017 – Present

Immersed in a 3 month, 60+ hour/week, project-intensive coding accelerator to solidify web development skills. Designed and built games and web applications with full CRUD functionality, database integration, and user authentication. Technologies used include:

- Languages: HTML, CSS, JavaScript, Ruby
- Frameworks: Angular, Bootstrap, Materialize, Express, Node, Rails
- Databases: MongoDB, Mongoose, PostgreSQL, Sequelize

Principal, **BUFFALO CHECK**

December 2014 – Present

Consulting services for data-driven, multi-device / platform marketing video, social, search and email tactics.

- Leads a four-person team with consecutive years of over 20% revenue growth
- Clients include US Army, Subway, Massage Envy, Voltari, Reelio and Navigate

Sales Manager – Digital, **EXTREME REACH**

May 2013 – December 2014

Extreme Reach's SaaS platform distributes, measures and optimizes video campaigns across all screens.

- Overall billing to 103% of budget
- New accounts leader in Western Region
- Clients include Horizon Media, Group M, Legalzoom.com, Saatchi, TeamOne, Garage Team Mazda, Havas, Initiative, RPA and UFC

Director of Strategic Digital Partnerships, **XOS DIGITAL**

March 2011 – April 2013

XOS is the premiere coaching platform for NFL and NCAA football programs and was a non-live digital video rights holder for the NCAA with exclusive licensing, branded content and syndication elements.

- 2012's top new business producer for new-to-market video platform
- Billed over \$500k of new business with over 27% margins

General Sales Manager, **NORTHWESTERN SPORTS PROPERTIES**

February 2009 – February 2011

Northwestern Sports Properties was the multi-media rights holder for Northwestern University Athletics in charge of the corporate partnership program.

- Oversaw 2 sellers, developed sales budgets, inventory and materials
- Lead staff to a seven-year billing peak in the 2010-11 season with \$1.3 million and 9% Y-Y growth
- Clients include Lexus, American Family Insurance and Buffalo Wild Wings

Corporate Sales Manager, **CHICAGO BEARS**

March 2006 – October 2008

Created, sold and implemented multi-year, cross-platform marketing campaigns including intellectual property rights, digital, TV, radio, promotional and event elements.

- Increased revenue 120% from \$2.5 million (2006) to \$5.5 million (2008)
- Top new business producer for 2007
- Clients include United Airlines, FedEx, Home Depot, Jewel-Osco, LG USA and StubHub

Account Executive, **NBC**

October 2004 – March 2006

- Responsible for \$3 million in billing across NBC5.com, NBC and Telemundo Chicago
- Clients include Saatchi, TeamOne, McCann, Paramount Pictures, Chase and Wal-Mart

Local Sales Manager, **BELO**

May 2000 – October 2004

- Led local sales team of five to achieve 110% of budget across WVEC-TV and 13NewsNow.com
- Generated more than \$750,000 in new business by creating multimedia vendor campaign
- Promoted from Account Executive at KING-TV

National Sales Manager, **GOCOM**

November 1996 – May 2000

- Directed \$2,000,000 of annual billing through 25 sellers across 10 ten offices
- Promoted from Local Account Executive

EDUCATION and CERTIFICATIONS

Certified Scrum Master, **SCRUM ALLIANCE**

HTML, CSS & Web Design Certification, **GENERAL ASSEMBLY**

AdWords and YouTube Certification, **GOOGLE**

Digital Media Sales Certification, **INTERACTIVE ADVERTISING BUREAU**

Master of Arts in Sports Administration, **NORTHWESTERN UNIVERSITY**

Bachelor of Arts in Communication Graphics, **TEXAS CHRISTIAN UNIVERSITY**