



CONTACT INFO



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102 Hollyberry Lane
Plainville, CT 06062

EDUCATION

- **Quinnipiac University, Masters of Business Administration (2017)**
- **Quinnipiac University, Bachelor of Arts, Major: Film, Television, and Media Arts (2016), Minor: Asian Studies (2016)**
- **Fudan University, Shanghai, China Semester abroad, international studies (2015)**
- **Intensive study in Tokyo, Japan and Seoul, South Korea (2017)**

AWARDS

- **Producer of *The Audition* (2016) short film credited on IMDb**
- **Published photography in the Oak Alley Plantation E-Book (2014)**

SKILLS

- **Certified in Google Analytics and Google Ads**
- **Certified in Facebook Ads and Marketing from Coursera**
- **Adobe Suite**
- **Microsoft Office**
- **Social Media (Facebook Instagram, TikTok, Youtube, Twitter)**
- **Hubspot, Later, Hootsuite**
- **Wordpress, Concrete5**

VOLUNTEER ACTIVITIES

Amity Teen Center (2011-2015)
Photographer of live stage events.
Managed front desk for events, processing sales and checking security for live shows.

QuinniCon (2013, 2014)
Assisted in management of a large convention with several thousand attendees. Assisted attendees and celebrity guests, assisted with panel management and enforced safety measures

Amity On Stage (2010-2015)
Photographed daily camp activities, photographed campers official headshots, put together a short video for the end of camp summarizing the experience

CARSON ADAIR

Digital Marketing Specialist

PROFESSIONAL EXPERIENCE

Goodwill of Western and Northern Connecticut

2022

Marketing Manager

- Created organic social media campaigns and scheduled them using third-party programs (Hubspot, Later, Hootsuite, etc.)
- Created and analyzed paid social media campaigns through Meta Business
- Performed customer service duties through Google, email, and on social media platforms
- Organized and executed influencer campaigns including handling contracts and scheduling
- Created and managed relevant social media accounts for the brand, including TikTok and Pinterest
- Made adjustments and posts on website using Concrete5

Black Rock Galleries, Bridgeport, CT

2019 – 2022

Digital Marketing Specialist

- Scheduled daily social media posts to boost brand awareness and engagement while driving traffic to the site
- Worked with marketing team to create strategies specific to our brand and stay on top of SEO and social media trends
- Engaged with other brands and influencers on social media platforms to build brand awareness
- Created content, both video and static graphics, for social media posts

Code Ninjas, Fairfield, CT

2019

Assistant Director

- Managed incoming leads to follow up with sales to clients
- Created social media content and campaigns, both organic and paid to build client base and generate leads
- Engaged with day-to-day involvement with children in the program and their parents, managing the classroom and lobby simultaneously
- Interviewed and managed teachers for the classroom

Camp Masterchef, Kent, CT

2018

Media Specialist, Social Media Manager

- Built and managed scheduled calendar for posts on Facebook and Instagram, including creation of mock ups and tracking of targeted demographics
- Worked directly with Endemol Shine and Fox to create engaging social media posts and marketing
- Photographed and filmed all daily camp activities during camp session, posted on official camp blog daily

Yale University, New Haven, CT

2018

Photographer

- Photographed headshots for various departments of Yale University staff, ensured quick turnaround of images for professional use

Slooh LLC, Washington Depot, CT

2017

Producer, Media Specialist, Office Manager, Social Media Manager

- Produced live broadcast shows, including directing live shows as they happen and organizing special and celebrity guests
- Wrote scripts for shows, managed technical direction using Livestream Studio, organized broadcasting to outside partners including The Weather Channel and The New Yorker
- Created videos and graphics for promotional clips on social media channels, organized posting and posts on Facebook, Twitter, and YouTube, and observed demographics and viewership statistics on all channels

Chepookah Productions, New York, NY

2016

Lead Videographer and Researcher

- Headed the team for a documentary project focusing on one subject
- Managed schedules of other videographers and crew members in order to produce information on documentary subject