

# MARISSA ADAMS

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## SUMMARY

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*Skilled communications professional with deep experience in branding consumer packaged goods in the healthcare space. Excellent written and oral communication skills drive everything I do in my career.*

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## EDUCATION

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**B.A. Communication, University of California, San Diego** **June 2015**

**A.A. Liberal Arts and Humanities, emphasis in Communications, Santa Ana College** **May 2013**

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## EXPERIENCE

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**Editor in Chief** **June 2019 to Present**  
*MendWell – Solana Beach, CA*

- Executive in charge of all content planning, creation and accompanying media
- Curate digital content for surgery patients and medical professionals in the Enhanced Recovery After Surgery market
- Deploy content which allows for monetization despite a free content marketplace environment

**Brand Manager, Major Accounts Manager** **January 2016 to June 2019**  
*ClearFast Inc. – Cardiff, CA*

- Managed all aspects of the ClearFast brand including digital, print, event, social media and internal corporate content
- Actively managed messaging challenges of an innovative product in the healthcare space.
- Deployed content for the brands varied audiences and addressed value propositions in order to drive revenue

**Copywriter** **April 2015 to December 2016**  
*ServePur – Encinitas, CA*

- Edited and revised existing copy, and created new copy on website to appeal to potential customers.
- Consulted on the creation of an effective marketing video and presentation targeting food safety professionals.
- Create and post social media updates to maintain and expand customer base.

**Contributing Writer** **July 2014 to June 2015**  
*Jacobs School of Engineering – University of California, San Diego*

- Produce event coverage for the Jacobs School media department.
- Contact and communicate with university representatives to ensure coverage is factual.
- Find creative ways to write entertaining copy with technical content.

**Editorial Assistant** **March 2014 to June 2015**  
*Triton Magazine – University of California, San Diego*

- Research university alumni and serve as first point-of-contact for alumni profile interviews.
- Conduct interviews and write features on prominent alumni accomplishments.
- Responsible for compiling, organizing, and editing the calendar, "Media Minutes," and "Class Notes."

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## HIGHLIGHTS

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- Experienced in writing for a wide audience and editing works for high quality production.
- Proficient in Adobe Photoshop, Adobe InDesign, Adobe Bridge, and the Microsoft Office Suite.
- Well-versed in customer service and completing tasks to detailed specifications.
- Experienced in leadership positions and delegating tasks appropriately.
- Recipient of The Campus Excellence in Journalism 2012 First Place Award for Best Writing at the California Newspaper Publishers Association Awards.
- Shared recipient of the 2012 Associated Collegiate Press National College Media Awards' First Place Best of Show for Two-Year College Newspapers.