

**ADAM HOBBS**

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**PROFILE**

Award-winning marketing executive, specializing in digital, social and content. For over 10 years, I have lead on campaigns resulting in millions of content views and engagements, quadruple-digit social growth, billions of earned media impressions and double-digit sales growth. I am not only passionate about the content I produce for brands, but in enriching the customer experience through the analysis of data that comes with deploying content in the digital and social age.

**EXPERIENCE****VP Marketing and Strategy**

Hello Stranger Creative (2015 - Present)

- Strategy and accounts for digital and content marketing agency for gaming, consumer electronics, entertainment and hospitality clients.
- Lead on content marketing program and platform for gaming lifestyle client with goal to acquire and nurture new music customer segment. Produced influencer video and editorial content and developed partnerships with OEM music production companies to create retail offers and co-marketing opportunities. Lead teams of content producers and writers to deliver quality, on-brand content. Managed targeted distribution of branded content and ads to paid channels via social/retargeting/display/search as well as earned and owned channels. Resulted in 18% sales attribution lift and double-digit revenue share on key SKUs in US, Canada and EU, millions of content views and engagements as well as billions of earned media impressions.
- Success on above program driven by analytics and data across paid, earned and owned marketing channels, helping to optimize content strategy, customer experience, messaging and placement. Overseeing analytics to track customer journey on web and social and calculate sales.
- Producer on new content series for major vacation destination tourism board.
- Developed UGC content marketing campaign to drive tune-in on major network television show, resulting in millions of content views and over 200K content submissions.
- Digital producer on CMS website and brand refresh for SaaS company. Developed content to enrich their marketing automation strategy.

**Senior Director of Digital and Integrated Marketing**

The Regan Group (2014-2015)

- Digital strategy and accounts for automotive, gaming, entertainment, tech, QSR, CPG and entertainment clients.
- Lead on content and acquisition marketing platform for global automotive company as a part of a technician recruitment program. Managed all video and editorial content production, deployment on CMS website as well as of owned, earned and paid channels. Managed paid social, display and search media budget. Resulted in double-digit employee retention in less than 12 months.

- Developed user-generated content platform for highest-rated network television show, resulting in over 400K entries and double-digit ratings spike.
- Lead on content and development of Super Bowl fantasy gaming platform two years in a row with over 11M active users on game day.
- Developed branded content-driven retention and loyalty program for major spirit brand, resulting in 22% increase sell through at national C-store.
- Produced video content for major occupational services company.
- Managed all CRM and marketing automation strategy for the agency.

### **Senior Director of Marketing**

Flavor Group (2009 – 2014)

- Strategy and accounts for digital and content marketing agency for gaming, automotive, fashion, spirits, tech, alcohol and CPG clients.
- Lead content-driven music platform for global consumer tech brand with goal of creating and nurturing new music lifestyle customer segment. Created the first ever music video shot entirely on mobile phones which was debuted on MTV and seen millions of times. Licensed music content to create a monthly redemption offer. Managed paid, earned and owned media campaigns driving sales/positioning at both brick & mortar and online. Retail partners included Best Buy, Amazon, Walmart, MediaMarkt (EU). Resulted in opening several retail doors in EMEA and overall 22% lift in sales globally.
- Produced content series for global tech brand in US and EU, driving 2000% social growth and 13% sales growth with new music production customer segment. Collaborated on content strategy with major YouTube influencers, resulting in over 15M content views and engagements.
- Producer on video content platform for major energy beverage brand, casting creative influencers to appear in first-ever UGC music video series to launch new brand educational series. Resulted in over 32M content views and engagements.
- Lead nationwide social and digital content program for huge automotive brand, resulting in 34% growth in lead generation.
- Two campaign awards for Marketing Ex Awards and Billboard Touring Awards.

### **Manager, Product**

SanDisk (2007-2009)

- Project lead for music product called slotMusic with focus on developing exclusive content, artist relations, PR, paid media management, social and digital content, and channel/retail strategy.
- Managed \$2M paid media budget across digital, social and print.
- Key stakeholder in selling new product into massive retailers like Walmart, Target, Best Buy and Radio Shack.

### **General Manager**

Modular Records (2007-2008)

- Head of all label sales and marketing for US and Canada
- A&R for select bands

**CEO/Founder**

857 Collective (2005-2008)

- Head of music and lifestyle marketing agency
- Clients include: Asics, FOX-TV, Monster Energy, Geffen Records

**Marketing Manager**

Capitol Records (2001-2005)

\*For more work experience, just ask

**EDUCATION**

UC SANTA CRUZ

BA Music, 1997