

ADAM LEIDHECKER

DIGITAL MARKETING DIRECTOR
SOCIAL/STRATEGY/CONTENT/DIGITAL/GROWTH

PROFILE

Name

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SUMMARY

5x serial entrepreneur & social media practitioner with 17+ years of social media marketing, strategic digital communications & successful brand building. Visionary innovator with a passion for disruptive technology. Team-builder & leader who quickly builds rapport with clients, peers & management. Has a proven track record in devising & executing strategic innovative programs. Leader of channel growth, engagement, traffic, conversion, analytics & complex problem solving. Complete, in-depth understanding of digital tools, trends, & business models.

EXPERIENCE

2016 - 2017

Otto Radio

Director of Social Strategy

Authority on social, mobile, & digital communications. Directed & lead social strategy, growth, social engagement and online marketing efforts. Assisted in acquisition optimization efforts as well as influencer outreach and community engagement.

2013 - Present

Portsmith Co.

Owner & Chief Storyteller; Sr. Social Media Director

Craft essential goods with purpose & passion. Rekindle the spirit of craftsmanship by designing handsomely crafted goods that make your life better & build community.

2009 - 2014

2014 - 2016

ADF - Global Non-Profit Org

Social Media Director; Director of Social Media Strategy

Launched and grew global non-profit social media presence to 1.5 million combined social media fans. Managed strategy, engagement & optimization of robust community. Managed \$2mm digital budget. Authority on social, mobile, & digital communications. Implementation of channel growth, optimization, & analytics strategy.

2007 - 2011

Paw Luxury

Founder & Social Media Director

Curated luxury, high quality, durable, holistic & earth friendly products for the everyday dog and their owners.

Winner of Shorty Awards for best business on twitter.

EDUCATION

2000 - 2004

BA, Business Marketing

Roberts Wesleyan College

SKILLS

Professional

Social Marketing	Customer Service
Digital Strategy	Organizational Management
Content Creation	Leadership
Ad Optimization	Storytelling
Data Analytics	Vision Casting
Brand Awareness	Independent Learner

Personal

Entrepreneurship
Peace Making
Trendspotter
Critical Thinking
Stong Work Ethic
Cooking, Craftsman

REFERENCES

Gary Vaynerchuk

Wine Library, VaynerMedia
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Alex Loomis

Otto Radio, CMO
Ph: 646-285-4404

Greg Scott

VP, Media Comm.
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Jeff Kraus

Crepe Bar, Chef, Owner
Ph: 928-600-7385

Vincent Orleck

Brandish Social, CMO
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David Grossblatt

Founders Dojo
Ph: 415-988-2122

*Additional references and recommendation letters upon request