

Adam Mohrbacher

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EDUCATION

Bloc Academy, Online

Expected Graduation Date: January 2018

- Online, interactive, mentor-driven program
- Program teaches HTML, CSS, Command Line, Git, GitHub, Ruby, Javascript and Ruby on Rails

University of Denver, Denver, CO

Graduated: May 2016

- MS: Strategic Communication
- Dean's Scholarship
- Graduated with Honors. GPA: 3.9/4.0

East-West University, Chicago, IL

Graduated: July 2011

- BA: English and Communication
- Graduated with Honors. GPA: 3.9/4.0
- Transfer Scholarship

SKILLS

- Proficient in Microsoft Office
- Experience with HTML, CSS, Javascript; SharePoint; Google Keyword Planner; Google Analytics; Adobe Photoshop, Premiere, Illustrator and InDesign; PatronMail, MailChimp, Exact Target and Constant Contact; Hootsuite; Wordpress, Drupal and Blogger; Giftworks, Past Perfect and Adaptive Care.

AWARDS

- Gold Healthcare Marketing Report Healthcare Advertising Award (2016)

LEADERSHIP EXPERIENCE

- Representative to the Graduate Students of the Four Faculties Committee for the Media, Film and Journalism Department of University of Denver.
- Team Leader: 2015 Daniels College of Business and Newmont Mining Inclusive Excellence Competition. Managed group of six participants and produced targeted communication campaign.
- Society for the Interdisciplinary Study of Social Imagery - 25th Annual Conference Presenter: *The Psychotic Rebel: A Dramaturgical Analysis of American Psycho*.
- Representative for Aurora Sister Cities International at multiple conferences with national and international attendees.

WORK EXPERIENCE

International Association for the Study of Lung Cancer

Aurora, CO | March 2016 – Present

Communications Specialist

- Proofread all external and internal documents.
- Completely manage seven social media feeds.
- Grew Facebook by 39%, Twitter by 63% and LinkedIn by 79% in first 13 months.
- Manage all content on organization's website.
- Create targeted, HTML e-blasts for all organizational events and activities.
- Compose and edit monthly newsletters to be delivered to membership of nearly 6,000 lung cancer professionals, patients, advocates, nurses, etc.
- Compose and edit press releases.
- Provide on-site communications and social media support at organization's annual world conference.
- Official hashtag trended on Twitter on each day of 2016 world conference.
- Design promotional materials with Illustrator, InDesign and Photoshop.
- Act as a staff liaison to one of the organization's official committees.
- Contribute to organization's communication strategy and brand development.

University of Denver

Denver, CO | September 2014 – July 2016

Inclusive Excellence Marketing Assistant

- Collaborated with Director of Communication to develop communication plans for target audiences, as well as content for blogs and newsletter articles highlighting initiatives relating to inclusive excellence. Created accompanying graphical elements.
- Produced videos focusing on first generation students.

Webolutions

Centennial, CO | November – December 2015

Contract Copywriter

- Wrote 15 pages of web copy to be incorporated into larger website overhaul. Included relevant HTML tags.

City of Aurora – Aurora Sister Cities International

Aurora, CO | June 2015 –December 2015

Marketing Intern

- Managed social communities and produced Facebook follower growth of over 25%.
- Created content and distributed Aurora Sister Cities International newsletter through Constant Contact and MailChimp. Readership exceeded industry average by 10%.
- Posted updates on the Aurora Sister Cities' website; managed content through Wordpress.
- Generated content for promotional materials (brochure, article for Colorado Business Roundtable magazine) intended to drive engagement, increase membership and raise awareness.

SPNN (Saint Paul Neighborhood Network)

Saint Paul, MN | August 2013 – May 2014

Communications Intern

- Harnessed Photoshop to create promotional materials for network's classes.
- Edited network's website, provided corrections, generated content (blogs, website copy).
- Wrote and scheduled Twitter and Facebook posts through Hootsuite.