

Alicia J. Adams

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ABOUT

Easy-going, creative wild card. Thrives in think-tank environments and relishes problem-solving. Discerning, transparent, and relationship-oriented. Passionate about learning, leading, and growth. Skilled with writing, editing, social media strategy, public relations, photography, and graphic design. Knows that there should be only one space after punctuation. Plays well with others.

EXPERIENCE

Director of Marketing (June 2019–present)

Pacific Press Publishing Association, Nampa, Idaho

Develop and implement digital marketing strategies for email, social media, video, and other digital channels. Write and distribute press releases and story content for internal and external publication. Guide new and returning authors through marketing strategies. Participate on various committees, including adult acquisitions, children's acquisitions, editorial, and title/cover.

Associate Editor, Trade Books & Special Projects (June 2018–June 2019)

Pacific Press Publishing Association, Nampa, Idaho

Edited faith-based publications, including adult and children's books, inspirational and Bible study materials, and theological/scholarly works. Guided new and returning authors through the publishing process. Assisted with acquisitions, estimating, scheduling, design, marketing, and project management. Participated on various committees, including adult acquisitions, children's acquisitions, editorial, and title/cover.

Associate Director, Communication & Community Engagement (2002–2017)

Pacific Union Conference of the Seventh-day Adventist Church; Westlake Village, California

Provided communication support and services for seven regional offices, three universities, and two health systems operated by the Adventist Church in Arizona, California, Hawaii, Nevada, and Utah. Managed, edited, and designed the monthly news magazine (circ. 76,000). Created and curated content for social media, e-newsletters, etc. Collaborated on content marketing strategy, contributed to script-writing and on-set directing for video productions, assisted with public relations and crisis management issues, designed miscellaneous newsletters and other graphics, taught communication seminars, and contributed to general communication strategy. Led development of a custom CMS that saved the organization \$40,000 annually by designing in-house. Managed department budget of more than \$1 million.

Graphic Designer (2000–2002) *River City Copy & Graphics; Sacramento, California*

Managing Editor (1998–2000) *Amazing Facts; Roseville, California*

EDUCATION

M.A. Integrated Marketing Communications, University of West Alabama (December 2021)

M.A. Religion, Andrews University Theological Seminary (1998)

B.A. News Editorial Journalism, Southern Adventist University (1997)

B.A. Religious Studies, Southern Adventist University (1997)