

Adam Christopher Hogue

adamchogue.com

COMMUNICATIONS | MEDIA RELATIONS & STRATEGY | SALES | ADVERTISING

External/Internal Communications Expert | Management Experience | Event and Company Strategy Planning | Marketing | Media Production and Management | Sales Experience | Advertising Campaign Strategist

Communications Specialist with experience in external and internal communications with excellent grammar, language and writing skills. Experience in content creation and development of initiatives related to marketing, sales and advertising. Media Relations Specialist with on-camera interview experience, writing of press releases, media advisories and crisis management.

Communications leader that takes initiative to create customized content relative to the target audience and able to produce publication-ready content, including writings, photography and videography. Experienced in brand and company promotion through ad buys and event planning.

Manager with the ability to lead and motivate team members. Knowledge expert in Microsoft Office Suite, Adobe Creative Suite, Wide Orbit Sales/Traffic, Panasonic HMC Video and Nikon/Sony/Canon DSLR Cameras.

Key abilities include:

External/Internal Communications Strategies; Client Relation Specialist; Media Relations; Management Experience; Writing Expert; Content Creation; Marketing and Brand Promotion; Crisis Management; Photography/Videography; APA/MLA Writing Styles; Wide Orbit Media Sales; Wide Orbit Traffic, Social Media Strategy

Experience

Communications Coordinator

Baker Donelson (Baker, Donelson, Bearman, Caldwell & Berkowitz, PC)

Memphis, TN

(April 2023 – Present)

- Write press releases and manage their distribution, posting to the Baker Donelson website, and coordinating the sharing of the releases on social media with the Firm's Digital Marketing Strategist
- Proofreading, writing, and general communications support for all external-facing materials developed by the Marketing and Business Development Department
- Logistical support in managing the Firm's attorney credentialing initiatives, such as Best Lawyers, Chambers USA, and Super Lawyers; including providing support during the nomination and research processes, management of survey submissions, overseeing data verification for selected attorneys, and management and maintenance of the Firm's internal attorney and practice group recognition databases
- Develop and maintain internal resources that track credentialing opportunities, including databases of recognized practice groups and attorneys, a historical database of nominations and results, and guides outlining credentialing opportunities, their

methodologies, and validity to identify those that are the most credible and strategic for the Firm and our attorneys

- Provide logistical support for internal education and training efforts related to credentialing initiatives
- Manage and maintain the Firm's media contact database
- Member of the Firm's charitable committee organizing volunteer opportunities for attorneys and support staff via events, fundraisers, and community involvement

Marketing and Communications Coordinator

Workforce Mid-South, Inc.

Memphis, TN

(Feb. 2023 – March 2023)

- Collaborate with team members and internal departments to create and implement a marketing strategy and effective social media presence
- Strategize online content production, including the creation of social media pages and profiles
- Network through participation of events, including the 2023 Spring Southeastern Employment & Training Association (SETA) Conference, and local employer listening tours designed to host employers, professional associations, chambers of commerce, and community organizations and educate them on the practice of second chance hiring

Marketing Specialist

Memphis Health Center

Memphis, TN

(Aug. 2021 – Feb. 2023)

- Monitor and maintain social media pages
- Take photos/videos of Health Center business including photographing events and special occasions
- Assist with planning for upcoming fundraisers, ceremonies and events
- Develop branding techniques for company cohesion
- Create flyers and promotional material
- Manage advertising efforts including television, billboard and radio ad-buys

Sales Consultant

The Great American Home Store

Memphis, TN

(Jan. 2021 – June 2021)

- Showcase furniture and accessories to customers and assist them with the buying process
- Possess product knowledge and expertise on current merchandise
- Maintain showroom areas to ensure quality customer experience

Communications/Development Specialist

Shelby County Schools

Memphis, TN

(June 2018 – June 2020)

- Assist with press releases and prepare information for the media
- Work closely with cross-functional teams on communications related campaigns and initiatives
- Develop and implement communication strategies, plans and initiatives to support promoting District events, including ad-buys from local media outlets
- Devise and execute sponsorship packages and promotional options for businesses and vendors during key District events
- Manage media and contribute to production by writing stories and articles for the SCS Newsroom, and assist with video production and photography of related events for the District
- Function as a liaison between the District and the media team of the SCS department by conducting on-camera interviews, assisting with video production and photography of events, providing voiceovers for videos, and featured video performances
- Assist in the planning and execution of large District events
- Manage the rate card for programs aired on the district-operated radio station, 88.5FM – The Voice of SCS, and create promotional packages highlighting the radio's programs and special events

Media Planner

Raycom Media, WMC Action News 5

Memphis, TN

(Jan. 2017 – May 2018)

- Assist with strategy planning and production of television and digital advertising campaigns of station's clients
- Manage the station's rate card for programming costs
- Manage the station's inventory for commercial sales
- Maintain the station's sponsorship opportunities including closed captioning, and weather and traffic tickers
- Create sales presentations for Account Executives to present to clients
- Participate in brainstorming sessions with clients to create commercials
- Commercial performance

Production Operator

Tribune Media, WREG News Channel 3

Memphis, TN

(Aug. 2016 – Dec. 2016)

- Perform floor directing of anchor personnel during newscasts
- Assist with teleprompter duties
- Manage camera operations including JIB and studio robotic cameras from the control room

Promotions/Productions Intern

Entercom Media, FM 100, 92.9 ESPN, 104.5

The River, 94.1 The Wolf

Memphis, TN

(Aug. 2016 – Dec. 2016)

- Plan and coordinate events to promote the company and brand
- Record/edit commercial spots
- Participate in on-air shows

Assistant Manager

Papa Murphy's Pizza

Olive Branch, MS

(July 2014 – Aug. 2016)

- Manage a team of approximately 12 – 15 staff members that included onsite supervision, production and training of personnel
- Perform managerial duties for daily store operations including inventory management and monetary and financial responsibilities

Writing Consultant

University of Mississippi, DeSoto Center

Southaven, MS

(Jan. 2013 – Dec. 2013)

- Advise students on written projects regarding writing proficiency, formatting (including MLA and APA styles), citation usage and overall objective of the assignment
- Projects included research papers, dissertations, resumés and cover letters, outlines, bibliographies and journal entries

Education

Bachelor of Arts, Journalism and Strategic Media, cum laude

University of Memphis – Memphis, TN, December 2016

Community Service

- Set construction and event organization for Panola Playhouse, Hernando High School Theatre, Kudzu Playhouse, DeSoto Family Theatre
- Orchestra member for community churches, theaters (drums/percussion)