

Wade George

Qualifications

An accomplished **Digital Strategist** with an uncanny ability to translate **inspiration and imagination** into powerful campaigns. A history of converting seemingly endless ideas into action and—more importantly—**definitive results**. A positive, charismatic nature that raises the standards of all who surround him. Words and actions defined by consistently **high standards and integrity**.

Education

UNIVERSITY OF ILLINOIS
(Urbana-Champaign, IL)

B.A. English, May 2010
3.81 In-Major GPA
Dean's List Honor Student

Core Strengths

- ◆ Social Media Management
- ◆ Web Analytics
- ◆ SEM (Search Engine Marketing)
- ◆ SEO (Search Engine Optimization)
- ◆ Digital Ad Management
- ◆ Social Outreach
- ◆ Management of Brand Ambassadors
- ◆ Web Copywriting
- ◆ Blogging
- ◆ Community Management
- ◆ Newsletter Creation and Distribution
- ◆ Wordpress
- ◆ Joomla!
- ◆ iWorks Suite
- ◆ Microsoft Office Suite
- ◆ Video Editing
- ◆ Photography

Contact

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Career Profile

Clamor, Inc.

Algonquin, IL ◆ June 2010-Present

Digital Strategist

- ◆ Conceive, design, and implement high-impact marketing initiatives for brands of all shapes and sizes
- ◆ Streamline social media strategies to connect clientele with consumers and industry influencers
- ◆ Develop PPC social advertising campaigns and constantly refine for optimal ROI
- ◆ Implement cutting-edge technology, content calendars, and automated posting systems

American Psychological Association

Nationwide ◆ Jan. 2012-Present

Director of Communications, Division 15

- ◆ Fashion division branding strategies for implementation through web and social media
- ◆ Oversee the creation and publication of digital newsletter, Psychology Today blog, and weekly digest
- ◆ Build and maintain mutually beneficial media relations for fast distribution of newsworthy items
- ◆ Collaborate with executive board to develop highly effective membership growth initiatives

Braintree Payment Solutions

Chicago, IL ◆ Jan. 2011-Sept. 2013

Copy Editor and Marketing Consultant

- ◆ Create and implement corporate branding strategies for online and offline media
- ◆ Provide conceptual consultation for non-profit organization "ALittleKindness.org"
- ◆ Serve on creative committee for submission of articles to industry-leading tech organizations
- ◆ Coordinate deadlines with marketing department to ensure timely delivery of copywriting

Ayeah Games

Boston, MA ◆ Sept. 2010-May 2011

Copy Editor and Content Specialist

- ◆ Led web copywriting efforts to ensure professional—yet approachable—tone and style
- ◆ Proofed and edited online content spanning social gaming and corporate blogging
- ◆ Designed and formatted business proposals, requests for funding, and other B2B materials
- ◆ Analyzed and improved content of company's lead offering, Facebook's "FanSwarm"

Content and Strategy Created for:

DISNEY

CHANEL

Spotify

H&M

NAUTICA

Braintree



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

Quand

LANVIN
PARIS

Professional Samples Available Upon Request