


ADAM ROZWADOWSKI

CONTENT CREATION | CONTENT STRATEGY | AUDIENCE DEVELOPMENT


CONTACT

(860) 836-4928 

adam.j.rozwadowski@gmail.com 

[linkedin.com/in/adamroz/](https://www.linkedin.com/in/adamroz/) 

adamjroz.com 

Simsbury, CT 06070 

EDUCATION

**MASTER OF SCIENCE
BROADCAST & DIGITAL JOURNALISM**
Syracuse University
Syracuse, NY

**BACHELOR OF ARTS
COMMUNICATIONS**
University of Connecticut
Storrs, CT

AREAS OF EXPERTISE

Social Media Management
Copy Writing and Editing
Audience Development
Editorial Judgment
Project Management
Team Leadership
Content Creation
Content Strategy
Public Speaking

TECHNICAL SKILLS

Adobe Creative Suite (Premiere Pro, Photoshop, After Effects, Audition, Media Encoder) | Airtable | Avid | Content Management System | Drupal | DSLR Videography | Final Cut Pro | Microsoft Office | Slack | Studio Operations | Tempest | Video Production | Zoom

AWARDS & RECOGNITION

Two-Time Sports Emmy Award Winner
MLB Tonight (2014, 2015)

Four-Time Sports Emmy Award Nominee
MLB Tonight (2014 – 2017)

Sports Emmy Nominee
NBC Olympic Winter Games (2018)

PROFILE

Accomplished Content Creator and Strategist offering a comprehensive background in storytelling and production. Remarkable Senior Producer with a proven track record of success in capturing audiences with creative video and social content, driving increased engagement. Leverages expertise in copywriting, editing, remote and studio production to lead projects and cross-functional teams. Adept at managing live production and social content for Instagram, YouTube, Twitter and Facebook; eager passion for discovering hidden side of everyday life.

WORK EXPERIENCE

Southern New Hampshire University | Remote Position Jan 2020 – Present

ADJUNCT PROFESSOR, COMMUNICATIONS

Develops comprehensive syllabi and lesson plans to instruct **3** diverse courses in communications and design; teaches courses to **30+** undergraduate students per class.

- Enhances student learning experiences through delivery of weekly discussions.

Sports Illustrated | New York, NY July 2019 – Feb 2020

SUPERVISING PRODUCER (CONTRACT POSITION)

Led development of daily breaking news coverage and edited digital video content, including facilitation on scripts and headlines. Supervised team of **6** producers and **3** hosts.

- Organized production and output of **15+** daily videos for SI.com.
- Oversaw production of sponsored and branded content; produced segments, edited interviews and spearheaded social media execution.
- Drove increased audience engagement, wrote and edited copy for stories.

NowThis Media | New York, NY Nov 2017 – Dec 2018

ASSOCIATE PRODUCER

Controlled production and creation of **2+** daily videos; hosted, wrote, shot and edited original content. Optimized workflows across brand's social media platform by using Airtable.

- Influenced cross-communications and consistency amongst field and newsroom.
- Partnered with Red Bull, Toyota, NFL, NBA, Ironman, NASCAR and Nathan's to create viral video across various social campaigns; amplified audience reach and impressions.
- Launched NowThis vertical, gained **365M+** video views and **500K** social followers in **1** year.
- Produced **430** published videos, including **20** with **1M+** views.

NBC Winter Olympics | PyeongChang, South Korea Feb 2018 – Feb 2018

PRODUCTION ASSOCIATE (CONTRACT POSITION)

Conducted extensive research on events and participants to orchestrate development of feature stories for **7+** daily events, including collaboration on scripts and highlights.

- Succeeded output of relevant stories and updates for international audience; edited video content, archived footage, produced coverage and live programming.

CBS Sports | Stamford, CT Nov 2013 – Nov 2018

PRODUCER (SEASONAL)

Directed virtual graphic and story/digital production of nationally televised games.

- Bridged communication with director, producer, associate director and spotter to determine location and timing of animations on broadcast feed.

MLB Network | Secaucus, NJ July 2013 – Nov 2017

BROADCAST ASSOCIATE

Managed production of live broadcasts nationwide on all live network programming.

- Optimized viewership through placement of graphics, featured stories and editorial content; crafted daily video content and set development.
- Resolved technical issues and control room; trained peers on production, formatting video content and methods to maintain cross-communication and consistency.
- Increased audience views and interest through management of social media accounts.