

Adam Groffman

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ADAM GROFFMAN IS A { EDITORIAL + GROWTH + SOCIAL
CONTENT + PRODUCT + BRAND
DATA TREND + MARKETING + PR } CREATOR.

Award-winning writer & digital marketer with a reputation for innovative and engaging content marketing campaigns rooted in original storytelling, consumer data, and cultural trends

EXPERTISE & SKILLS

- + Digital Marketing Growth Solutions
- + SEO link building
- + Technical SEO
- + Demand Generation
- + Content Marketing
- + Product Marketing
- + B2B Customer Marketing
- + Project Management
- + Brand & Editorial Strategy
- + Influencer and PR/Media Relations
- + Excellent organization skills & cross-team collaboration
- + Diversity & Inclusion
- + Graphic Design (print, web) & Typography
- + Extensive travel across the world and the U.S.
- + Excellent written and verbal communication skills (including editing)

EDUCATION

Boston University

Sept. 2003–May 2007

B.S. in Communication,
Advertising with a Minor
in Art History

WORK EXPERIENCE

Dotdash Meredith + New York, NY + June 2022–present

Outreach Marketing, Associate Director

- + In 2023, generated **\$700k in profit** and an **additional 4m page sessions** through strategic outreach; oversaw 89% YoY departmental growth on a \$90k budget (including 5 global freelance contractors)
- + Responsible for driving new revenue, organic sessions to iconic publishing brands across food, travel, health, home, finance, and beauty verticals through coordinated outreach marketing including link-building, digital PR, and relationship management.
- + Negotiate with external brands and Fortune 500 companies to extend the reach of editorial content through coordinated partnerships, including onboarding new affiliate partnerships & generating leads for the advertising and accolades/licensing teams.
- + Hired and managed a team of global contractors, including a summer internship program (hired, trained, mentored, and supervised 1 college student per year).
- + Used AI to create an internal Javascript tool for sourcing new outreach prospects.

JW Player + New York, NY + January 2021–June 2022

Content Marketing Manager

- + Wrote, researched, edited, and promoted all B2B content including industry reports, webinars, whitepapers, case studies, customer success stories, and SEO blogs to meet MQL goals with demand gen campaigns.
- + Increased MQLs from online collateral 1,397% YoY with a total contract value >\$200k.
- + Worked closely with product, sales, customer account teams, field marketers (EMEA, LATAM, APAC) to discover content opportunities for customer marketing, including targeted email campaigns.
- + Built and managed editorial calendar tied to go-to-market & PR campaigns focused on lead gen thought leadership and corporate press. Responsible for managing external PR vendors & PR strategy.

Freelance Writer + Berlin, Germany + March 2014–present

Editorial & Brand Content

Publications include: *Fodor's*, *National Geographic*, *Travel+Leisure*, *AFAR*, *Thrillist*, *Yahoo*, *OUT*

- + Contributor to top-tier publications for lead gen content, storytelling, & lifestyle reporting/journalism.
- + Edited and researched web content for GayTravel.com, and NomadicMatt.com optimizing for search, social, and accuracy.
- + Published author of *Fodor's Germany* & *Fodor's Berlin* print travel guides.

WORK EXPERIENCE (continued)

TOOLS

- + **Project Management:** Asana, Trello, Slack, Monday
- + **Expert in SEO:** Semrush, Ahrefs, Screaming Frog
- + **PR/outreach tools:** Pitchbox, Buzzsumo, Hunter
- + **Analytics:** Looker, Search Console, Google Analytics
- + ChatGPT, including for writing Javascript code
- + Professional experience with Adobe Creative Suite (ID, IL, PS)
- + HTML & coding
- + Fluent in English, some German and Spanish

PASSIONS

Entrepreneurship, travel writing, gardening, music records, Polaroids, print magazines, & ampersands

Digital Marketing Consultant + Global + August 2016–January 2021

Contract work for CVBs, Fortune 500 brands, and tech startups

Brands include: Expedia, Hilton Hotels, U.S. Bank, Chase, Absolut, Vienna Tourism, Visit Philly

- + Conceptualized, developed, and pitched marketing proposals & RFPs to continuously generate new business with both new and repeat clients.
- + Brainstormed, developed, and executed digital PR and marketing campaigns for travel & lifestyle brand partners & government tourism boards — always exceeded campaign goals for lead generation, brand visibility, social awareness, and organic search optimization by utilizing PR network, market research, trend analysis, and strategic SEO.
- + Created brand-sponsored content, including social media & blogs, published on strategic digital channels to drive long-term affiliate and organic search results.

Publisher, Creator, Influencer + New York, NY + December 2009–April 2020

[travelsofadam.com](https://www.travelsofadam.com)

- + Built one of the top travel websites in the USA driving >100k UVPM (2+ million visits/year), 127k social followers (640k monthly impressions) through viral content marketing.
- + Maintained relationships with influential editors, marketers, and brands. Frequently quoted as a travel & lifestyle expert; featured in *NYTimes*, *Digiday*, *Buzzfeed*, *Marketwatch*, & more.
- + Negotiated and set up strategic syndication offers with *Business Insider*, *Pink News*, *Huffington Post*, and *GayTravel.com* to increase brand visibility and traffic.
- + **AWARDS:** Top 40 LGBTQ Business Leaders 2019, *Business Equality Magazine*; Top 10 LGBTQ Influencer 2019, *Pride.com*, Best Travel Blog 2018 (Silver), *NATJA*; Best Travel Blog 2017 (Silver), *SATW Foundation Lowell Thomas Award*; Best Travel Series 2016 (Gold), *NATJA*.
- + **SPEAKING ENGAGEMENTS:** Travel Con 2018, NYT Travel Show 2016, International Gay & Lesbian Travel Association Convention 2015, & Social Media Week Hamburg 2015

Eating Europe, Inc. + Rome, Italy + June 2012–August 2016

Digital Marketing Manager

- + Managed 5-person team overseeing all online marketing, including SEO, link-building, blogger & digital PR, email campaigns, web analytics & optimization, and B2C lead gen campaigns for brand growth.
- + Launched new website dev, migration, and rebrand while supervising a team of freelance contributors. Created an SEO migration plan with keyword research, technical SEO improvements, and backlink analysis.
- + Built marketing team from ground up, growing online ticket sales by 750% and led expansion into 5 new territories with strategic B2B partnerships, influencer management, and all on a shoestring budget.