

# ADAM GROFFMAN IS A GRAPHIC WEB BOOK PRINT LAYOUT IDEA IDENTITY LIFESTYLE DESIGNER.



Adam is a professional print designer with experience in web design and online marketing.

**Adam Groffman**  
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Germany

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## WORK EXPERIENCE

### **travelsofadam.com** Global

#### **Website publisher** (December 2009 to Present)

- + Design and manage all online content across multiple social media & blogging platforms
- + Generated a loyal readership of over 400 subscribers (email & RSS) in 100+ countries in the first six months; 4000+ Twitter followers, 800+ Facebook fans and increasing every day
- + Promote the blog through occasional advertising campaigns with Facebook & Google ads
- + Work with online partners and travel media companies to provide contests and exclusive content for blog subscribers
- + Write for several other online publications as a freelancer (writing samples are available upon request)
- + Continuously work with city tourism boards and destination marketing organizations in partnership

### **Wimdu GmbH** Freelance

#### **Linkbuilder / SEO** (August to October 2010)

- + Contacted bloggers and webmasters for marketing, links and online exposure of English-language website
- + Responsible for editing text and monitoring keyword targets & SEO statistics
- + Saw online SEO presence increase with 75+ new links from multiple contacts in just two months

### **Geneva Initiative** Tel Aviv, Israel

#### **Website manager and social media intern** (August to October 2010)

- + Responsible for online content of English-language website (including analyzing web stats and writing for SEO) & increasing international viewership (67% increase in 2 months)
- + Oversaw international online presence of organization during a controversial YouTube & print media campaign
- + Managed and redesigned Facebook page to actively engage with members on a daily basis
- + Designed and launched a WordPress blog with CSS customizations (<http://peaceoff.co.il>) to expand online presence
- + Increased social media presence over 200% on Twitter in one month; started a hashtag search term still in use today

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## **Pearson Education** Boston, Massachusetts, USA

### **Designer** (March 2008 to April 2010)

- + Prototyped a variety of science & social studies products, successfully designing program-specific logos & program art used across the company. Saved production time with major template improvements during product development
- + Worked with a small team of designers and editors to create an innovative Interactive Science K-8 textbook program. Actively involved with the marketing department to create on-message pieces, including managing the marketing Twitter account
- + Mentored new designers & editors as the Interactive Science program expanded upwards of 80 team members. Lead designer for templating new designs and managing program specifications for product consistency
- + Managed outsourced work from multiple vendors, including cover development
- + Trusted to make on-the-spot decisions in manager's absence regarding complex and program-specific issues. Art directed multiple photoshoots for style and age-appropriateness
- + Managed art & photo files for tracking and digital repurposing; Brainstormed appropriate art styles and effectively solved difficult page layout problems with creative design solutions

### **Junior Designer** (May 2007 to March 2008)

- + Full-time freelancer through Leafstone Staffing

### **Awards**

- + New York Book Show 2009 Finalist for Interactive Science textbook cover series
- + New England 2008 Book Show Finalist for Conceptual Physics high-school textbook
- + New York 2008 Book Show 3rd Place for The Reader's Journey middle-school literature series

## **HarperCollins Publishing** Sydney, Australia

### **Book Design Intern** (February to April 2006)

- + Researched image & font libraries; Organized & maintained design library and local archives
- + Created new layout for internal cover briefs
- + Attended international book cover meetings with New Zealand's design department

## **Barnes & Noble** Boston, Massachusetts & Grapevine, Texas, USA

### **Bookseller** (May 2001 to January 2006)

- + Provided customer service, Trained new employees, Organized & maintained travel & non-fiction sections, Made recommendations concerning the sales floor, Set up promotional displays

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## EDUCATION

### **Boston University** Boston, Massachusetts, USA

**Bachelor of Science in Communication** (September 2003 to May 2007)

Concentration in Advertising  
Minor in Art History

### **London Internship Programme** London, England, UK

**Boston University at Imperial College** (September to December 2006)

Studies in British literature & British art history  
Internship at RIMA Design

### **Sydney Internship Programme** Sydney, Australia

**Sydney University** (January to April 2006)

Studies in Australian Mass Media & Art History  
Internship at HarperCollins Publishing

### **Massachusetts College of Art & Design** Boston, Massachusetts, USA

**Courses in Web Design** (September to December 2009)

Focus on Flash programming & design and HTML coding

## SKILLS

### **Expert working knowledge**

InDesign, Illustrator, Photoshop, Dreamweaver, Quark, InCopy/K4, Documentum, Filemaker, SEO content writing & link building, FTP, HTML, WordPress, CSS, Twitter, Tumblr & social media, Microsoft Word, Excel and PowerPoint

### **Working knowledge**

Flash, ActionScript 3.0

## INTERESTS

Literature, traveling, National Geographic magazine, WordPress blogging, Twitter, Polaroid photography & ampersands

## REFERENCES

### **Lynette Haggard**

Pearson Education, Senior Designer  
[lynette.haggard@pearson.com](mailto:lynette.haggard@pearson.com)

### **Christian Henry**

Pearson Education, Design Manager  
[christian.henry@pearson.com](mailto:christian.henry@pearson.com)