

# Adam Cerny

Social Media + Customer Support Coordinator at Goddess Provisions

adammcerny@gmail.com

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## Summary

Adam has a strong passion for inserting a solid brand voice into e-commerce & online marketing campaigns; bringing with him a plethora of experiences: from working previously in the entertainment industry to luxury e-commerce, social media content and business development. He has a drive to keep learning and expanding his skill set while bringing together his personable and analytical strengths. Engagement across social media programs is a passion because Adam enjoys being assigned lead social media assignments where his strength is social listening and social communities. Adam loves being a team player, measuring media marketing campaigns and working with many different key components to produce something valuable for brands and the affluent audience. Content development and utilizing various social media channels are other passions because those lead to a strong social media presence and shows brands how to use social media & media best practices. A powerful media marketing strategy with media tools, editorial content, solid editorial calendar and plan, social media channels & social media platforms, social media efforts and advising on best practices in regards to brand development is a passion. I love to be an influencer of products/brands I strongly believe in and follow bloggers in order to build my online reputation within online communities. Integrated digital marketing is at the forefront of social media best practices, and if brands utilize these tools they can result in cultivating strong social media accounts. New social media is growing faster than we know, and I am here to help lend a hand as to why we created social media, media consulting and managing a content calendar.

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## Experience

### **Social Media + Customer Support Coordinator at Goddess Provisions**

September 2016 - Present (3 months)

Rocking your vibrations with HIGH VIBE lifestyle goods. Monthly box with tools to nourish your inner Goddess and grow your spiritual practice.

-Social Media Coordinator

-Customer Support Coordinator

### **Actor at Playcrafters Barn Theatre**

July 2016 - September 2016 (3 months)

Playing Clifford Anderson in Ira Levin's two act thriller, "DEATHTRAP", opening September 9th, 2016.

### **Special Projects Coordinator at Goddess Provisions**

January 2016 - September 2016 (9 months)

Rocking your vibrations with HIGH VIBE lifestyle goods. Monthly box with tools to nourish your inner Goddess and grow your spiritual practice.

- Special Projects
- Business Partnerships
- Content Creation Management
- Promotional Campaign Management
- Marketing
- Box Project Management
- Customer Support

**Actor at Center for Living Arts**

January 2016 - March 2016 (3 months)

Playing Melchior Gabor in "Spring Awakening: The Musical"!

**Professional Actor at Circa 21 Speakasy**

January 2016 - February 2016 (2 months)

Playing Richard Loeb in the chamber musical THRILL ME. Inside look at the relationship between Richard Loeb & Nathan Leopold; two teens who murdered a 12 year old boy in 1924 Chicago.

**Actor at The District Theatre**

August 2015 - November 2015 (4 months)

Magenta in THE ROCKY HORROR SHOW LIVE on-stage!

**Actor at Countryside Community Theatre**

June 2015 - July 2015 (2 months)

Amos Calloway in regional premiere of BIG FISH: THE MUSICAL.

**Actor at QC Theatre Workshop**

May 2015 - June 2015 (2 months)

Playing the role of DANIEL in the play TRIBES by Nina Raine.

**Business Development at Gilt.com**

August 2014 - April 2015 (9 months)

- Manage day-to-day performance of existing and new strategic partnerships, both internally and externally
  - \*External and internal lead on multi-million dollar, key partnership with MasterCard, leveraging Gilt's e-commerce expertise in building and sustaining sale pages for Priceless Cities, MasterCard's core brand property focused on bringing exceptional experiences to cardholders in their key global markets.
  - Perform and develop strategic analysis to help support business goals
- Oversee internal Sales and Account Management teams to ensure that all contract terms (i.e. delivering an agreed number of sale pages per month and assuring that all editorial content is approved and aligned with MasterCard's brand language).
- Develop processes to measure the impact of changes
  - Manage cross-functional teams to ensure successful execution of key initiatives

\*Foster Gilt City's continuing partnership with MasterCard by managing cross-functional workflow externally and internally, and ensuring that all systems and processes are efficient and fully utilized.

### **Associate Manager of Strategic Partnerships at Gilt City**

September 2013 - September 2014 (1 year 1 month)

- Manage day-to-day performance of existing and new strategic partnerships, both internally and externally

- \*External and internal lead on multi-million dollar, key partnership with MasterCard, leveraging Gilt's e-commerce expertise in building and sustaining sale pages for Priceless Cities, MasterCard's core brand property focused on bringing exceptional experiences to cardholders in their key global markets.

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Oversee internal Sales and Account Management teams to ensure that all contract terms (i.e. delivering an agreed number of sale pages per month and assuring that all editorial content is approved and aligned with MasterCard's brand language).

- Develop processes to measure the impact of changes

- Manage cross-functional teams to ensure successful execution of key initiatives

- \*Foster Gilt City's continuing partnership with MasterCard by managing cross-functional workflow externally and internally, and ensuring that all systems and processes are efficient and fully utilized.

### **Account Manager of National & Centralized Accounts at Gilt City**

April 2012 - September 2013 (1 year 6 months)

- \*Project managing local/national sales sourced in National & Centralized markets

- \*Liaison between vendor and internal teams to help produce a sale

- \*Build online offers, generate opportunity referrals, and maintain vendor relationships

### **Social Media Support Associate at Gilt Groupe**

July 2010 - March 2012 (1 year 9 months)

- \*Worked with a team of specialized representatives to be the "voice" of our many social media platforms through creating a customer-focused structure with guidelines for interactions on both Twitter, Facebook and blogs.

- \*Complaint-handling and resolution to retain purchasers experiencing a negative experience on social media platforms.

- \*Personally addressed all BBB incoming inquiries and contributed to raising our satisfaction score by two letter grades within a single fiscal quarter.

- \*Acted as liaison between cross-functional teams within social media, operations, Customer Support and our Marketing/PR Teams when tackling social media campaigns and any potential breaks in the process.

### **Executive Secretary of Student Affairs at Fordham University Law School**

April 2008 - May 2010 (2 years 2 months)

- \*Worked with Dean of Students to organize social events and project manage academic ceremonies throughout the school year

- \*Kept track of all monetary transactions and clerical records pertaining to students and their tuition obligations
- \*Structured and executed a weekly Student Affairs online events newsletter and calendar
- \*Archived current and past office files into digital formats for all of Student Affairs

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## Organizations

### **Educational Theatre Association**

Individual Member

May 2003 to Present

Educational theatre and the arts, in general, are always feeling the end of the distribution stick when it comes to funding their opportunities for growth. This organization, EdTA, fosters that growth in high school students and gives them a particular troupe to belong and a community to feel safe to explore the creative side of themselves and their art forms. Anything to help support the arts.

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## Courses

### **Account Manager of National & Centralized Accounts**

Gilt City

Myers Briggs Training

Macbook Pro Tips & Tricks

### **Associate Manager of Strategic Partnerships**

Gilt City

Excel Training

Google Analytics Training

Interview Skills (Interviewing Prospective Candidates)

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## Volunteer Experience

### **Volunteer at New York Cares**

2011 - Present

### **Big Brother at Big Brothers Big Sisters of NYC**

March 2014 - Present

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## Skills & Expertise

### **Social Media**

**Social Media Marketing**  
**E-commerce**  
**Strategic Partnerships**  
**Advertising**  
**Sales**  
**Digital Marketing**  
**Management**  
**Online Advertising**  
**Facebook**  
**Marketing**  
**Social Networking**  
**Email Marketing**  
**Public Relations**  
**Event Planning**  
**Marketing Strategy**  
**Digital Media**  
**Blogging**  
**Brand Development**  
**Strategy**  
**Project Management**  
**Event Management**  
**Online Marketing**  
**Marketing Communications**  
**Account Management**  
**Digital Strategy**  
**Team Management**  
**SEO**  
**Mobile Marketing**  
**Google Analytics**  
**PPC**  
**Integrated Marketing**  
**Content Strategy**  
**Advertising Sales**  
**Business Development**  
**Entrepreneurship**  
**Salesforce.com**  
**Web Analytics**  
**Mobile Advertising**  
**Customer Acquisition**  
**B2B**  
**Social Marketing**  
**Start-ups**  
**Market Research**  
**Cross-functional Team Leadership**  
**Marketing Research**

**Publicity**  
**Film Actor**  
**Acting**  
**Actor**

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## Languages

**English**  
**Spanish**

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## Education

### **Nebraska Wesleyan University**

Bachelor of Fine Arts (BFA), Theatre/Theatre Arts Management

Activities and Societies: Drama, Recruitment of prospective transfer or new students, Choir

### **Pleasant Valley High School**

Diploma, General Studies

Grade: 4.0

Activities and Societies: Chamber Choir, A Cappella Jazz Choir, Drama Club (Secretary), Spanish Club, Environmental Club, Young Life, FCA, Thespian Society

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## Interests

Business Development, Project Management, Brand Awareness, Social Media, Social Media Support, Client Communication, PowerPoint, Presenting, Public Speaking, Social Media Consulting, Singing, Photography, Dance, Theatrical performance, Reviewing, Feedback, Customer Engagement, Reading, Yoga, Spinning/Cycling, Swimming, Acting, TV/Film Production, Theatre Production, Advertising, Klout, New technology, and my iPhone.

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## Certifications

### **First Aid**

American Red Cross

### **C.P.R.**

American Red Cross

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## 1 person has recommended Adam

"I have worked with Adam for a year now and he is an excellent project manager and a thoughtful partner. He has showed great strategic and analytical mind with exceptional organizational skills that helped our yearlong project be successful. His ability to work independently has been so productive that we consider him an extension of our team. I would highly recommend him to be part of any of my future projects."

— **Yina Bravo**, *Director - Marketing, MasterCard*, was Adam's client

[Contact Adam on LinkedIn](#)