ADAM CHASE

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SUMMARY

Results-driven, multi-dimensional Strategic Integrated Campaign Marketing and Marketing Automation leader backed by a Master's degree in Communications (New Media & Marketing) and with Gemini AI certifications. Expert at bridging the gap between high-level, digital strategy and technical execution; with a proven track record of engineering scalable lifecycle campaigns and designing omni/cross-channel marketing collateral. Technical strategist skilled at leveraging enterprise MarTech platforms (Adobe Campaign, DAM systems), executing brand identity rollouts, and translating complex requirements into clear, actionable business strategies for non-technical stakeholders to accelerate time-to-market.

Core Competencies: Marketing Automation & Campaign Operations | Cross-Functional Stakeholder Partnership | Integrated Campaign Management | Campaign Strategizing, QA & Production Support | Agency and Creative Alignment | Process Improvement & Workflow Optimization | CRM & Lifecycle Marketing Operations | Agile Project Delivery | AI-Assisted Workflow Automation

Technical Proficiencies: Adobe Campaign v7 | Marketo | HubSpot | Mailchimp | IBM Silverpop | OneMessage | Workfront | Jira | Adobe Analytics | Google Gemini | SQL | HTML | CSS | WordPress | Photoshop | Illustrator | Canva

PROFESSIONAL EXPERIENCE

Verizon, Basking Ridge, NJ **Nov. 2022 – Present**
Adobe Campaign Engineer

- Execute and create hundreds of high-volume omnichannel customer journey campaigns across Email, RCS, and Push channels using Adobe Campaign and the Center of Excellence (COE) MarTech stacks, delivering 350M+ customer communications and generating over $229M in Incremental Lifetime Value (LTV) across high-value Acquisition, Fixed Wireless Access (FWA), and 5G lines of business and Mobile/Home verticals.
- Serve as the dedicated Point of Contact for Acquisitions LOB, driving high-priority programs (Winback, Fastback, FWA, Cross-Sell) and leading cross-functional alignment across PMO, CMO, and COE teams regarding deployment capabilities.
- Engineered an AI-first with automated functionalities within the COE Checklist, utilizing customized Google Gemini AI script, significantly reducing peer-review cycles and accelerating overall team quality control efficiency.
- Spearheaded strategic campaign consolidation across 5G and LTE campaigns with data management and project leadership to eliminate duplicate work and free up critical COE resource hours.
- Co-led interdepartmental process-mapping and optimization initiatives with Data Business Management (DBM) to establish streamlined Jira workflows across PMO, COE, DBM, and CMO teams that established better resource allocation, operational transparency and campaign deployment timelines.
- Drive daily agile status calls to monitor team capacity, mitigate project bottlenecks, proactively troubleshoot technical pain points, and ensure balanced workload distribution.
- Enforce COE operational standards by analyzing daily automated alert reports to detect, isolate, and resolve campaign failures, multi-merged data issues, and unused data lists.
- Direct comprehensive QA operations, conducting hundreds of peer reviews, technical quality checks, and automation audits to eliminate execution errors before deployment and maintain a <1% defect rate.
- Manage critical on-call weekend deployments, troubleshooting technical anomalies under tight deadlines to guarantee zero campaign downtime.
- Advanced technical skill set through certifications in Google AI Essentials and AI Fundamentals, completion of advanced SQL training, and active preparation for the Adobe Campaign Business Practitioner Certification.

Novartis, East Hanover, NJ **Nov. 2021 – June 2022**
Digital Project Manager (Consulting Contract)

- Led the end-to-end digital program launch for two premier oncology brands, Kymriah and Sabotolimab (MBG453), ensuring absolute compliance with strict corporate and FDA regulatory guidelines.
- Coordinated agency partners and internal stakeholders to maintain high-quality operational standards, driving asset velocity and continuity for the US Oncology business unit.
- Orchestrated end-to-end digital project launches across internal stakeholders and cross-functional agencies, managing timelines, asset approval, regulatory submissions, and production readiness.

Reach Marketing, Pearl River, NY **July 2021 – Nov. 2021**
Email Production Manager (Short Term Contract)

- Managed end-to-end lifecycle email campaigns including audience segmentation, production, QA, deployment, A/B testing, data, and performance optimization.
- Coordinated campaign calendars across multiple clients within a fast-paced agency environment.
- Provided rapid-response technical troubleshooting and strategic creative advice to resolve daily client requests, escalating high-priority roadblocks to safeguard delivery timelines.

Benjamin Moore & Co., Montvale, NJ **Mar. 2021 – May 2021**
Email Marketing Manager (Short Term Contract)

- Owned the full execution and optimization of comprehensive email marketing portfolios using IBM Silverpop, managing milestones within a Trello tracking system.
- Partnered with creative internal/external agencies and multi-language design teams to develop insight-driven marketing strategies across three hyper-targeted consumer segments; leveraged continuous A/B Testing, high-converting copy and design, and in-marketing data to optimize creative performance and engagement.
- Acted as the primary cross-functional interface for ad-hoc research, delivering daily, weekly, and monthly metric reports to inform business leadership decisions.

Capoeira Bergen County, Paramus, NJ **Sept. 2017 – Present**
Lead Digital Marketer/ Head Capoeira Trainer

- Lead an end-to-end complex and fast-paced learning environment, consistently tailoring and communicating the lesson plans to the student body, adjusting teaching and delivery to the varied proficiency skills, diverse demographic, and athletic prowess of the students.
- Promote and market the class, create brochures, apparel designs, and ongoing social media campaigns on Facebook and Instagram, growing the social media following by over 300% on Facebook and 400% on Instagram in an 8 month span.
- Support growth of a diverse student body, facilitating skills progression and achievement of fitness, music, and language goals.
- Have taught over 100 youth and adult students in the art of Capoeira and have developed community by teaching self-defense techniques and multicultural (no hyphen) skills, including planning weekly classes and transferring Capoeira capabilities (history, language, music, and others).

Berkley Environmental, Jersey City, NJ **June 2016 – July 2019**
Digital Marketing Specialist

- Managed monthly email marketing campaigns via MailChimp, scaling the customer database by 189% (from 1,900 to 5,500 active contacts).
- Centralized multi-channel project management within Workfront to manage multi-channel digital projects, collaborating with subject matter experts to capture requirements, curate brand messaging, and design high-impact digital assets.
- Executed data-backed marketing roadmaps via Agile methodologies within Adobe Workfront, leveraging trend analysis and inbound/outbound campaign metrics to optimize future marketing initiatives.
- Managed the corporate WordPress website updates, collaborating with vendors to deliver web feature additions and UI updates.
- Led a corporate rebranding, utilizing Photoshop and Illustrator to create a standardized line of marketing materials.

PROFESSIONAL CERTIFICATIONS

Google AI Professional Certification **2026**
Google AI Essentials Certification **2026**

EDUCATION

Southern New Hampshire University, Manchester, NH **2016**
Master of Arts, Communications with a focus in New Media and Marketing

Johnson and Wales University, Providence, RI
Bachelor of Science in Web Management/E-Commerce **2005**
Associate's Degree in Entrepreneurship **2005**
Associate's Degree in Web Development **2003**