

**ASSISTANT PROFESSOR**  
**CURRICULUM VITAE**

Robertson School of Media & Culture at VCU  
Advertising Sequence

**JAY ADAMS**  
FALL 2017

# TEACHING PHILOSOPHY

## INTRODUCTION

My philosophy of teaching has emerged from my experience as an adjunct professor at Virginia Commonwealth University, a large university with a highly diverse undergraduate population. I have taught smaller classes that allow for one-on-one interaction and hands-on work, both of which have helped me form good working relationships with a majority of my students. Teaching has also exposed me to the unique personalities of typical college students. These experiences have led me to form a teaching style that emphasizes the role of the student as learner over that of the professor as teacher. Below are the four elements that influence how I design and run my courses:

### ■ GUIDE

Teaching is not about demonstrating the knowledge of the instructor. Rather, it is about guiding students through a creative landscape, giving them the resources to navigate along the way. Most students want and expect to be intellectually challenged by their courses. When class standards are high, students exert themselves to meet those standards. For example, in Imagination (MASC 394) I gave an assignment that paired students, asking them to create a logo for one another. With their partner as their client, students were highly motivated to do their best work. During critiques I facilitated discussions about their work and gave creative direction, but never told them exactly what to do. At the end of the semester, students assessed this assignment as challenging but very rewarding.

### ■ CHALLENGE

Students learn best when they are required to be creative in problem-solving situations. Knowing that it takes a certain amount of pressure to be creative, I developed in-class exercises that encourage free thinking while collaborating with others under a tight deadline. For example, in Story (MASC 204) I broke the class into teams then asked them to create a fictional product. As soon as the teams landed on their product idea, they were instructed to act out a skit that would persuade the class to purchase that product. The class voted on the presentations to declare a winner. During a later discussion, students generally agreed that this was a fun and useful way to expand their creative thinking.

## ■ EMPOWER

Students perform at a higher level when they are allowed to share control of the course and classroom. This collaborative and cooperative approach to education gives students a sense of personal control, making them more engaged in the learning process. It also positions the instructor as a facilitator versus someone who imparts knowledge from an elevated status. For example, in Story (MASC 204) I assigned several individual creative projects, each of which was presented to the class. After each presentation, students were given the freedom to express their creative thoughts on others' work. When the presentations ended each student voted to determine which projects were the best, ultimately determining grades for those assignments. During several discussions afterward, a majority of the students agreed that this competitive process motivated them to work harder, resulting in better work.

## ■ ENGAGE

Students who are engaged in their courses are the best learners. I've found that individual attention encourages them to work harder and learn more as a result. Therefore, for all of my courses I utilize several techniques to connect with students. One-on-one meetings allow me to give students specific feedback as well as oversee their individual development throughout the semester. I also make myself available to them beyond the classroom for additional help or insight, whether it be online or in person. Regardless of the engagement, I strive to maintain a positive relationship with every student by offering them my respect. When asked to evaluate my course at the end of the semester, many students point out how important it is for me to get to know them, give them individual feedback and help them evolve into better students.

## WHY TEACHING IS IMPORTANT TO ME

A student once asked why I became a professor instead of remaining in the advertising industry. Without hesitation I responded that my teaching experience has been far more rewarding than anything I've accomplished in my professional career in advertising. Teaching is not only personally rewarding, but exciting in its demands. It has also improved my research and writing, as I review and present topics in different ways to new audiences.

# CURRICULUM VITAE

## EDUCATION

M. S. Mass Communications: Art Direction, May 2009

VCU Brandcenter: Richmond, Virginia; GPA: 3.929; Top of Class

Kappa Tau Alpha National Honor Society in Journalism & Mass Communications: 2008-2009

B. S. Interior Design, May 1996; Minors: Art; Technology Education

Virginia Tech: Blacksburg, Virginia

## ACADEMIC APPOINTMENTS

**Assistant Professor**, Robertson School of Media + Culture at VCU; Fall 2015 – Present

**Adjunct Professor**, Robertson School of Media + Culture at VCU; Fall 2012 – Spring 2015

**Adjunct Professor**, VCU Brandcenter; Fall 2014

## TEACHING

### COURSES TAUGHT AT VCU

MASC 204 Story (SU2013, FA2013, SU2014, FA2015, SP2016)

MASC 392 Perspicuousness (SP2015, FA2015)

MASC 394 Imagination (FA2013, SP2014, FA2014, SP2017)

MASC 450 Style (SP2015, SP2016, FA2016, FA2017)

MASC 451 Invention (FA2016)

MASC 481 Completeness (FA2012, SP2013, SP2017, FA2017)

MASC 491 Advanced Art Direction (FA2017)

MASC 491 Medical Advertising (SP2016)

MASC 492 Independent Study (SP2016)

BRND 653 Portfolio Development (FA2014)

### CONFERENCE PANELS

2017, **Association for Education in Journalism and Mass Communication Conference**

Panel member for the Advertising Division Teaching Panel Session: Creative Engagement: Classroom Exercises That Develop Creative and Strategic Thinking during AEJMC in Chicago, IL.

2017, **Ad Bowl**

Panel member for the Richmond Ad Club's "Ad Bowl", giving critiques on the 2017 Super Bowl commercials.

## CONFERENCE PAPER PRESENTATIONS

2017, **International Public Relations Research Conference**, Orlando, FL; Guidry, J. P. D., Meganck, S.L., Lovari, A., Messner, M., Adams, J., Sherman, S., & Medina-Messner, V., Tweeting about #Diseases and #PublicHealth: Communicating global health issues across nations.

2016, **EACH 14th International Conference on Communication in Healthcare**, Heidelberg, Germany; Guidry, J., Orr, S. A., Adams, J., Waters, R., Messner, M., & Meganck, S. L. Health Infographics On Pinterest: More Than Just A Pretty Picture. Presentation at the EACH 14th International Conference on Communication in Healthcare in Heidelberg, Germany.

2016, **EACH 14th International Conference on Communication in Healthcare**, Heidelberg, Germany; Guidry, J., Orr, S. A., Goyal, M., Adams, J., Schneider, J., Hoving, C., Meganck, S. L., Messner, M., Jin, Y., & Carlyle, K. Ecigarettes On Social Media: Smokescreen Or Solution? How People Talk About Ecigarette Smoking On Instagram.

2016, **European Public Relations Education and Research Association 18th Annual Conference**, Groningen, Netherlands; Jin, Y., Guidry, J., Orr, C., Wojdyski, B., Lee, Y., Adams, J., Messner, M., Meganck, S. & Carlyle, K. Getting The Word Out About Zika: Visuals, Text, Fear, and Reassurance.

2016, **Association for Education in Journalism and Mass Communication Conference**, Minneapolis, MN; Guidry, J., Adams, J., Meganck, S. L., Orr, C. A., Waters, R., Messner, M., Trinh, S., & Parrish, C. Does anyone understand? A content analysis of health infographics on Pinterest.

## INVITED PRESENTATIONS

### 2017, **MASC 450 Style**

Guest lecture for Professor Marcel Jennings. Topic: Art Direction.

### 2017, **MASC 450 Style**

Guest lecture for Professor Bridget Camden. Topic: Freelance Work.

### 2017, **Altria Co-Creation Session**

Gave inspiration and assistance to multiple teams tasked with creating a mood board and logo for AGDC. This session was a collaboration between Big River Advertising and Altria, an international Fortune 200 company, as part of the AGDC Compliance Champions program.

### 2016, **International Emerging Leaders Conference**

Gave branding and identity presentation followed by advice and feedback during creative student workshops at the International Emerging Leaders Program at Collegiate High School in Richmond.

### 2016, **GLEED 391 Social Media And The Global Agenda**

Guest lecture for Professors Marcus & Vivian Messner. Topic: Creative Ideas Can Change The Game.

### 2016, **Robertson School of Media & Culture Creatathon**

Professional mentor for 24-hour branding projects for local non-profits.

### 2015, **Robertson School of Media & Culture Creatathon**

Professional mentor for 24-hour branding projects for local non-profits.

2014, **Robertson School of Media & Culture Creatathon**

Professional mentor for 24-hour branding projects for local non-profits.

2012, **COAR 464 Senior Portfolio**

Guest lecture for Adjunct Professor Dann Hall. Topics: Illustration In Advertising + TV: From Concept To Production.

2011, **MASC 392 Perspicuousness**

Guest lecture for Adjunct Professor Robin Bidwell. Topics: What's An Art Director? + TV: From Concept To Production.

2011, **COAR 464 Senior Portfolio**

Guest lecture for Adjunct Professor Dann Hall. Topic: Illustration In Advertising.

2009, **VCU Brandcenter Orientation**

Lecture: What To Expect At Your First Agency Job.

## MODERATIONS

2017, **Association for Education in Journalism and Mass Communication Conference**

Moderator / Presider for the Mass Communication and Society Division and Internships and Careers Interest Group Teaching Panel Session: Doing Good Work for the Greater Good: Creating Mutually Beneficial Service Learning Experiences during AEJMC in Chicago, IL.

2016, **Media + Health Symposium**

Moderator for the Professional Panel: 2016 Health Care Marketing Trends during the Media + Health Symposium in Richmond, VA.

## ASSESSMENT

2017, **Robertson School Portfolio Show**

Portfolio review for upper level portfolio students.

2016, **VCU Brandcenter Recruiter Session**

Portfolio review for masters candidates.

2016 (Fall & Spring), **MASC 394 Imagination**

Portfolio Review for Professor Peyton Rowe's class.

2016, **MASC 481 Completeness**

Moderator and judging panel for final presentations in Adjunct Professor Jessica Collin's class.

2016, **MASC 481 Completeness**

Judging panel for final presentations in Adjunct Professor Keat Powell's class.

2016, **GLD 391 Social Media And The Global Agenda**

Judging panel for final presentations in Professors Marcus & Vivian Messner's class.

2016 (Fall & Spring), **Robertson School Portfolio Show**

Portfolio review for upper level portfolio students.

2015 (Fall & Spring), **MASC 481 Completeness**

Judging panel for final presentations in Adjunct Professor Keat Powell's class.

2015, **MASC 459 Judgement**

Judging panel for final presentations in Adjunct Professor Jessica Collins' class.

2015, **Robertson School Portfolio Show**

Portfolio review for upper level portfolio students.

2014 (Fall & Spring), **MASC 481 Completeness**

Judging panel for final presentations in Adjunct Professor Keat Powell's class.

2013, **MASC 481 Completeness**

Judging panel for final presentations in Adjunct Professor Keat Powell's class.

2012, **Robertson School Portfolio Show**

Portfolio review for upper level portfolio students.

2011 (Fall & Spring), **MASC 481 Completeness**

Judging panel for final presentations in Adjunct Professor Keat Powell's class.

## **WORKSHOPS**

2017, **Preparedness: A Resume Workshop**

Resume workshop for advertising majors. Workshop ran on a Friday and was co-taught with Professor Marcel Jennings.

## **GRANTS**

2017, **Arthur W. Page Center For Digital Media**

Grant (\$3,000), "Posting and Snapping about Wall and Travel Ban: Designing Social Media Strategies for Visual Messaging on Immigration Issues" which analyzes social media messages for visual platforms Instagram, Pinterest and Snapchat in an online experiment.

## **TEACHING AWARDS**

2017, **Summit International Awards**, Silver, Student Campaign Category; Title: Flavor You Can Feel; Client: McCormick Chipotle Chili Pepper; Agency: VCU Robertson School of Media & Culture; Art Director: Bridget Guckin; Copywriter: Tyler Holley; Creative Director / Professor: Jay Adams.

2017, **American Advertising Federation ADDY Awards**, National Competition in New Orleans, LA

Gold, Magazine Advertising Campaign; Title: Flavor You Can Feel; Client: McCormick Chipotle Chili Pepper; Agency: VCU Robertson School of Media & Culture; Art Director: Bridget Guckin; Copywriter: Tyler Holley; Creative Director / Professor: Jay Adams.

2017, **American Advertising Federation ADDY Awards**, District 3 Region (Virginia, North Carolina, South Carolina), Best In Show, Advertising And Promotion Campaign; Title: Companion; Client: Sweet N' Low; Agency: VCU Robertson School of Media & Culture; Art Director: Toni Brown; Copywriter: Caroline McLaughlin; Creative Director: Jay Adams.

2017, **American Advertising Federation ADDY Awards**, District 3 Region (Virginia, North Carolina, South Carolina), Gold, Advertising And Promotion Campaign; Title: Companion; Client: Sweet N' Low; Agency: VCU Robertson School of Media & Culture; Art Director: Toni Brown; Copywriter: Caroline McLaughlin; Creative Director: Jay Adams.

2017, **American Advertising Federation ADDY Awards**, District 3 Region (Virginia, North Carolina, South Carolina), Gold, Magazine Advertising Campaign; Title: Flavor You Can Feel; Client: McCormick Chipotle Chili Pepper; Agency: VCU Robertson School of Media & Culture;

Art Director: Bridget Guckin; Copywriter: Tyler Holley; Creative Director / Professor: Jay Adams.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Best In Show, Magazine Advertising Campaign; Title: Flavor You Can Feel; Client: McCormick Chipotle Chili Pepper; Agency: VCU Robertson School of Media & Culture; Art Director: Bridget Guckin; Copywriter: Tyler Holley; Creative Director / Professor: Jay Adams. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Gold, Magazine Advertising Campaign; Title: Flavor You Can Feel; Client: McCormick Chipotle Chili Pepper; Agency: VCU Robertson School of Media & Culture; Art Director: Bridget Guckin; Copywriter: Tyler Holley; Creative Director / Professor: Jay Adams. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Gold, Advertising And Promotion Campaign; Title: Companion; Client: Sweet N' Low; Agency: VCU Robertson School of Media & Culture; Art Director: Toni Brown; Copywriter: Caroline McLaughlin; Creative Director / Professor: Jay Adams. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Gold, App (Mobile or Web-Based); Title: Netflix Explore; Client: Netflix; Agency: VCU Robertson School of Media & Culture; Art Director: Owen Cmeyla; Designer: Jun Jeon; Strategic Planner: Shane Brennan; Creative Director / Professor: Jay Adams; Planning Director / Professor: Ashley Rose. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Silver, Outdoor & Transit Advertising - Mass Transit; Title: Keep Texting; Client: Ad Council; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Barry Walton; Creative Director / Professor: Jay Adams. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Silver, Television - Single Spot; Title: No Distractions; Client: Timex; Agency: VCU Robertson School of Media & Culture; Art Director: Bridget Guckin; Copywriter: Wing Ong; Creative Directors / Professors: Jay Adams & Marcel Jennings. This work was published in the AAF ADDY Awards 2017 program.

2017, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Silver, Film, Video & Sound - Cinematography; Title: Hardest Shoes To Fill; Client: Dr. Scholl's; Agency: VCU Robertson School of Media & Culture; Art Directors: Kegham Hovsepian & Jack Fagan; Copywriter: Barry Walton; Creative Directors / Professors: Jay Adams & Marcel Jennings. This work was published in the AAF ADDY Awards 2017 program.

2017, **Richmond Show**, Bronze, Print Campaign; Title: Crafted By Community; Client: Urban



Farmhouse; Agency: VCU Robertson School of Media & Culture; Art Director: Kegham Hovsepien; Copywriter: Wing Ong; Creative Director / Professor: Jay Adams.

2016, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Gold; Television :30 Spot, "Breakfast In A Bottle", Client: Kellogg's; Agency: VCU Robertson School of Media & Culture; Art Director: Rob Arthur; Copywriter: Caleb Henshaw; Creative Director: Jay Adams. This work was published in the AAF ADDY Awards 2016 program.

2015, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Silver; Print Campaign, "Band-Aid", Client: Band-Aid; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Kelsey Cowan; Creative Director: Jay Adams. This work was published in the AAF ADDY Awards 2015 program.

2015, **Richmond Show**, Gold; Print Campaign, "Band-Aid", Client: Band-Aid; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Kelsey Cowan; Creative Director: Jay Adams

2015, **Richmond Show**, Silver; Print Campaign, "Where Will The Words Take You?", Client: Kindle; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Sam Case; Creative Director: Jay Adams

2013, **American Advertising Federation ADDY Awards**, Hampton Roads / Richmond Region, Silver; Print Campaign, "Guitars Worth Playing", Client: EphiPhone; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Caty Black; Creative Director: Jay Adams. This work was published in the AAF ADDY Awards 2013 program.

2013, **Richmond Show**, Silver; Print Campaign, "All You Hear", Client: Bose; Agency: VCU Robertson School of Media & Culture; Art Director: Caty Black; Copywriter: Alexandra Vandervall; Creative Director: Jay Adams

2013, **Richmond Show**, Bronze; Print Campaign, "Guitars Worth Playing", Client: EphiPhone; Agency: VCU Robertson School of Media & Culture; Art Director & Copywriter: Caty Black; Creative Director: Jay Adams

# SCHOLARSHIP - PROFESSIONAL TRACK

## PROFESSIONAL EXPERIENCE

**Creative Director**, Freelance; August 2014 – Present

Creative direction, art direction and copywriting for campaign work. Clients: Digestive Wellness Center, Evizia, Gastrointestinal Specialists, Inc., Legacy Care, Precyse

**Creative Director**, Big River Advertising; April 2015 – May 2017

Creative direction, art direction and copywriting for campaign work. Clients: The Doorways, FAMIS, Virginia Farm Bureau

**Creative Director**, TCSC; March 2013 – June 2015

Creative direction / copywriting / UX design for digital projects and corporate re-brand. Clients include: Microsoft, Randolph-Macon, VCU Health System

**Art Director**, GMMB; September 2014 – October 2014

Concept and art direction for print and digital. Client: CTIA - The Wireless Association

**Web Designer**, Release The Hounds; April 2013 – September 2013

Freelance web design for digital projects. Clients: Eagle Bay, GolfTripper, Historic Richmond Foundation

**Senior Art Director & Copywriter**, The King Agency; June 2011 – March 2013

Art direction, copywriting and studio art for television, print and digital. Clients: Arby's, Dr. Baxter Perkinson & Associates, Mercedes-Benz

**Art Director**, The Martin Agency; June 2009 – June 2011

Art direction for television, print and digital. Clients: American Cancer Society, Breakstone's, Comcast, Cool Whip, Mentos, Pizza Hut, RosettaStone, Tylenol, UPS, UPS Nascar, VCU, Walmart

## **BRAND EXPERIENCE**

### **INTERNATIONAL**

Global Endowment Management  
Tim McGraw

### **NATIONAL**

1-800-Contacts  
American Cancer Society  
Breakstone's  
Comcast  
GolfTripper  
Healthcare Solutions  
Peter Coughter  
Pizza Hut  
Randolph Macon College  
RosettaStone  
Stove Top  
Sutliff Tobacco  
Tylenol  
VCU  
Walmart

### **REGIONAL**

Citizen's Community Bank  
Digestive Wellness Center  
Dr. Baxter Perkinson & Associates  
Eagle Bay  
FAMIS  
First Capital Bank  
Gastrointestinal Specialists, Inc.  
Global Healthcare Alliance  
Insurance Management Concepts  
The King Agency  
Legacy Care  
Microsoft  
TCSC  
Virginia Farm Bureau  
Virginia's Community Colleges

## **LOCAL**

Arby's Richmond  
Historic Richmond Foundation  
Mercedes-Benz of Midlothian  
McGeorge Toyota  
The Museum Of The Confederacy  
The Steward School  
Stratford Hall Plantation  
Think Printing

## SCHOLARSHIP & CREATIVE ACTIVITY

### INTERNATIONAL CREATIVE ACTIVITY

2013, **Website Redesign**, Client: Tim McGraw, Nashville, TN; Agency: Live Nation / Music Today; Web Designer: Jay Adams; Developers: Live Nation / Music Today

2012, **Website Redesign**, Client: Global Endowment Management, Charlotte, NC; Agency: The King Agency; Web Designer: Jay Adams; Developer: Keat Powell

### NATIONAL CREATIVE ACTIVITY

2017, **Logo**, "Precyse", Client: MR Technology (Richmond, VA) in partnership with the College of Humanities & Sciences at Virginia Commonwealth University (Richmond, VA), the Pathology Laboratory at VCU Medical Center (Richmond, VA), Entrepreneurship at New York University (New York, NY) and Personalis (Mento Park, CA); Creative Director: Jay Adams

2017, **Powerpoint Presentation Design**, "Precyse", Client: MR Technology (Richmond, VA) in partnership with the College of Humanities & Sciences at Virginia Commonwealth University (Richmond, VA), the Pathology Laboratory at VCU Medical Center (Richmond, VA), Entrepreneurship at New York University (New York, NY) and Personalis (Mento Park, CA); Creative Director: Jay Adams

2017, **Logo**, "Evizia", Client: MR Technology (Richmond, VA) in partnership with the College of Humanities & Sciences at Virginia Commonwealth University (Richmond, VA), the Pathology Laboratory at VCU Medical Center (Richmond, VA), Entrepreneurship at New York University (New York, NY) and Personalis (Mento Park, CA); Creative Director: Jay Adams

2013, **Print Advertising**, "Medical Bill Review", Client: Healthcare Solutions, Duluth, GA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: David Williams

2013, **Print Advertising**, "Specialty Services", Client: Healthcare Solutions, Duluth, GA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: David Williams

2013, **Print Advertising**, "Case Management", Client: Healthcare Solutions, Duluth, GA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: David Williams

2013, **Print Advertising**, "Pharmacy Benefit Management", Client: Healthcare Solutions, Duluth, GA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: David Williams

2013, **Website Design**, Client: Sutliff Tobacco, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams; Developers: ByteJam

2013, **YouTube Channel Graphics**, Client: Sutliff Tobacco, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams

2013, **Twitter Graphics**, Client: Sutliff Tobacco, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams

2013, **Facebook Graphics**, Client: Sutliff Tobacco, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams

2012, **Print Advertising**, "One Partner. Many Solutions.", Client: Healthcare Solutions, Duluth, GA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Web Banner**, "Your Taste Is Superior", Client: Sutliff Tobacco, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2011, **In Store Advertising**, "Double Dip", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

2011, **In Store Advertising**, "Zesty Blends", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

2011, **In Store Advertising**, "New Best Friend", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

2011, **In Store Advertising**, "Real Dips", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

2011, **In Store Advertising**, "Contacts Here", Client: 1-800-Contacts, Draper, UT; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Wade Alger

2011, **Rich Media Banner**, "Double Dose Of Awesome", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director & Copywriter: Jay Adams

2011, **Facebook Landing Page**, "Double Dose Of Awesome", Client: Breakstones, Northfield, IL; Agency: The Martin Agency; Art Director & Copywriter: Jay Adams

2011, **Rich Media Banner**, "More Birthdays", Client: American Cancer Society, Atlanta, GA; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

2011, **Rich Media Banner**, "Any Room", Client: Xfinity, Philadelphia, PA; Agency: The Martin Agency; Art Director: Jay Adams; Copywriter: Robin Bidwell

## **REGIONAL CREATIVE ACTIVITY**

2017, **Branding** (Logo, typography, color palette, style guide), "Digestive Wellness Center", Client: Savita Srivastava, M.D., Richmond, VA; Creative Director: Jay Adams

2017, **Logo**, "Digestive Wellness Center", Client: Savita Srivastava, M.D., Richmond, VA; Creative Director: Jay Adams

2017, **Website & Blog Design**, "Digestive Wellness Center", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Facebook Business Page**, "Digestive Wellness Center", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Business Cards**, "Digestive Wellness Center", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Letterhead**, "Digestive Wellness Center", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Collateral Advertising**, "Patient Intake Form", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Brochure**, "Digestive Wellness Center", Client: Digestive Wellness Center, Richmond, VA; Creative Director: Jay Adams

2017, **Collateral Advertising**, "Appointment Reminder Card", Client: Legacy Care, Richmond, VA; Creative Director: Jay Adams

2017, **Collateral Advertising**, "Missed Appointment Card", Client: Legacy Care, Richmond, VA; Creative Director: Jay Adams

2017, **Invitation**, "Understanding Data On Exocrine Pancreatic Insufficiency with Jason Bain", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Invitation**, "Understanding The Human Microbiome with Dr. Savita Srivastava", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Poster**, "Dr. Jeff LaFond", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Postcard**, "Dr. Jeff LaFond", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Postcard**, "Dr. Jonathan Gaspar", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Flyer / Infographic**, "Boxer Brief 5K: Hit Cancer Below The Belt", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Print Advertising**, "Top Docs", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2017, **Social Media**, "Traumatic Injuries.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "Cover Your Infant.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "More Daylight.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "We Call It Summer.", Client: FAMIS, Richmond, VA; Agency: Big River

Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "Cookout.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "Keep The Water Flowing.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2017, **Social Media**, "Temperatures Go Up.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director & Copywriter: Jay Adams, Designer: Allie Johnson

2016, **Television Advertising**, "Relax" (:30), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Television Advertising**, "Challenges / PBS" (:15), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Print Advertising**, "Relajese. La crianza de los hijos es mas facil.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams, Copywriter: Marcel Jennings

2016, **Print Advertising**, "Relax. Parenting Just Got Easier.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams, Copywriter: Marcel Jennings

2016, **Radio Advertising**, "Redecorating" (:60), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Radio Advertising**, "Redecoracion" (:60) – Spanish Translation, Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Social Media**, "9 Check Ups.", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Web Banner**, "Relax. Parenting Just Got Easier." (160x600), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Web Banner**, "Relax. Parenting Just Got Easier." (300x250), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Web Banner**, "Relax. Parenting Just Got Easier." (728x90), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Logo Design**, "Friend Of The Farm", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Director & Designer: Jay Adams

2016, **Television Advertising**, "Hybrid DRTV" (:30), Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Television Advertising**, "Hybrid DRTV" (:15), Client: Virginia Farm Bureau, Richmond,

VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Television Advertising**, "The Little Things" (:30), Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams

2016, **Postcard**, "Dr. Brad Bradenham, Jr.", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2016, **Postcard**, "Dr. Omer Khalid", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2016, **Postcard**, "Dr. Savita Srivastava", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2016, **T-shirt**, "Colon Cancer Awareness", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2016, **Logo Design**, "Insurance Management Concepts", Client: Insurance Management Concepts, Myrtle Beach, SC; Art Director & Designer: Jay Adams

2016, **Business Card Design**, "MLG Advisors", Client: MLG Advisors, Charlotte, NC; Art Director & Designer: Jay Adams

2016, **Letterhead Design**, "MLG Advisors", Client: MLG Advisors, Charlotte, NC; Art Director & Designer: Jay Adams

2016, **Print Advertising**, "Great Storytelling Transcends", Client: Robertson School of Media & Culture at VCU, Richmond, VA; Creative Directors: Jay Adams & Scott Sherman; Media: Journal of Advertising Education

2015, **Television Advertising**, "Drive" (:30), Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Creative Director: Jay Adams; Copywriter: Jason Huber

2015, **Print Advertising**, "One of the hardest working farm tools.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design: Jay Adams; Copywriter: Jason Huber

2015, **Radio Advertising**, "Machinery", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Director: Jay Adams; Copywriter: Jason Huber

2015, **Web Banner**, "One Of The Most Important Farm Tools Is In Your Pocket.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design: Jay Adams; Copywriter: Jason Huber

2015, **Web Banner**, "When You Drive, Drive Virginia Forward.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design: Jay Adams; Copywriter: Jason Huber

2015, **Web Banner**, "You Don't Have To Be A Farmer To Be A Friend Of The Farm.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design:



Jay Adams; Copywriter: Jason Huber

2015, **Web Banner**, "We're Not Just Insuring Virginia. We're Assuring Its Future.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design: Jay Adams; Copywriter: Jason Huber

2015, **Web Banner**, "Support Virginia Farming. No Special Equipment Required.", Client: Virginia Farm Bureau, Richmond, VA; Agency: Big River Advertising; Art Direction & Design: Jay Adams; Copywriter: Jason Huber

2015, **Television Advertising**, "Challenges" (:30), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Television Advertising**, "Trampoline" (:15), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Television Advertising**, "Art Project" (:15), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Television Advertising**, "Proyecto de arte" (:15) – Spanish Translation, Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Television Advertising**, "Hair" (:15), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Print Advertising**, "Thanks Mom. I'm Ready For School." (10.6x5), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Print Advertising**, "Gracias Mami. Ya Estoy Listo Para Ir A La Escuela." (10.6x5), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Print Advertising**, "Gracias Mami. Ya Estoy Listo Para Ir A La Escuela." (10x5.418), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Poster**, "Ready, Set, Covered!" (8.5x11), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Poster**, "Ready, Set, Covered!" (11x17), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Poster**, "¡Preparados, Listos, Asegurados!" (11x17) – Spanish Translation, Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Poster**, "Ready, Set, Covered!" (30x24), Client: FAMIS, Richmond, VA; Agency: Big

River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Radio Advertising**, "Puppy Love" (:60), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Radio Advertising**, "Amor De Cachorros" (:60) – Spanish Translation, Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Tri-Fold Brochure**, "Quality Low Cost Health Insurance For Children", Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Web Banner**, "Mom, Don't Fear The Monkey Bars." (160x600), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Web Banner**, "Mom, Don't Fear The Monkey Bars." (300x250), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Web Banner**, "Mom, Don't Fear The Monkey Bars." (728x90), Client: FAMIS, Richmond, VA; Agency: Big River Advertising; Creative Directors: Jay Adams & Marcel Jennings

2015, **Postcard**, "Dr. Alex Seamon", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Creative Director: Jay Adams

2014, **Print Advertising**, "Moon Our Doctors", Client: Gastrointestinal Specialists, Inc., Richmond, VA; Art Director & Copywriter: Jay Adams

2014, **Print Advertising**, "Thought Leadership", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Copywriter: Jay Adams

2014, **Print Advertising**, "Modern Trailblazers" 2014  
Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Copywriter: Jay Adams

2014, **Print Advertising**, "Your Knowledge", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Copywriter: Jay Adams

2014, **Print Advertising**, "A Brighter Future", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Copywriter: Jay Adams

2014, **Print Advertising**, "Higher Intelligence", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Copywriter: Jay Adams

2014, **Intranet Redesign**, Client: Randolph Macon College, Ashland, VA; Agency: TCSC; Web Designer: Jay Adams; Developer: Brandon Murray

2013, **Collateral Advertising**, "Student Savings Accounts", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2013, **Collateral Advertising**, "Cloudtoberfest", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Designer: Jay Adams; Copywriter: Anne Lee Dabney

2013, **Collateral Advertising**, "SharePoint", Client: TCSC, Richmond, VA; Agency: TCSC; Art Director & Designer: Jay Adams; Copywriter: Anne Lee Dabney

2013, **Collateral Advertising**, "Application Development", Client: TCSC, Richmond, VA; Agency: TCSC; Art Director & Designer: Jay Adams; Copywriter: Anne Lee Dabney

2013, **Collateral Advertising**, "Business Intelligence", Client: TCSC, Richmond, VA; Agency: TCSC; Art Director & Designer: Jay Adams; Copywriter: Anne Lee Dabney

2013, **Identity**, "Cloudtoberfest", Client: Microsoft, Redmond, WA; Agency: TCSC; Art Director & Designer: Jay Adams

2013, **Website Redesign**, Client: TCSC, Richmond, VA; Agency: TCSC; Web Designer: Jay Adams; Developer: Scott Mcleod

2013, **Intranet Redesign**, Client: VCU Health System, Richmond, VA; Agency: TCSC; Web Designer: Jay Adams; Developers: Everette Comstock & Scott Mcleod

2013, **Intranet Redesign**, Client: Virginia's Community Colleges, Richmond, VA; Agency: TCSC; Web Designer: Jay Adams; Developers: Adam Preston & Brandon Murray

2013, **Website Redesign**, Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Web Designer: Jay Adams; Developer: Intuit

2012, **Television Advertising**, "Dentist Crossing", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Landing Page**, "See A Dentist Tomorrow", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams; Developer: Keat Powell

2012, **Web Banner**, "See A Dentist Tomorrow", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams

2012, **Direct Mail**, "New Year. New Smile.", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Direct Mail**, "Cleaning Up", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Print Advertising**, "Keep Them Straight", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Print Advertising**, "Mike Dumont / Implants", Client: Dr. Baxter Perkinson & Associates, Richmond, VA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Television Advertising**, "Rewards Checking", Client: First Capital Bank, Richmond, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Landing Page**, "Rewards Checking", Client: First Capital Bank, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams; Developer: Keat Powell

2012, **Web Banner**, "Rewards Checking", Client: First Capital Bank, Richmond, VA; Agency: The King Agency; Web Designer & Developer: Jay Adams; Copywriter: Keat Powell

2012, **Billboard Advertising**, "Lowest Mortgage Rates", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Billboard Advertising**, "Rewards Checking", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Direct Mail**, "Merchant Services", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Collateral Advertising**, "You'll Love Banking Here", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "You'll Love Banking Here / Yvonne Thompson", Client: Citizen's Community Bank, Roanoke Rapids, NC; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "You'll Love Banking Here / Karen Whitten", Client: Citizen's Community Bank, Boydton, VA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "You'll Love Banking Here / Kim Jordan", Client: Citizen's Community Bank, Oxford, NC; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "You'll Love Banking Here / Holly Blackwell", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director & Designer: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "Colonial Harvest Dinner", Client: Stratford Hall Plantation, Stratford, VA; Agency: The King Agency; Art Director & Designer: Jay Adams

2012, **Rich Media Banner**, Client: The King Agency, Richmond, VA; Agency: The King Agency; Web Designer & Developer: Jay Adams

2012, **Rich Media Banner**, Client: Global Healthcare Alliance, Houston, TX; Agency: The King Agency; Web Designer & Developer: Jay Adams

2011, **Television Advertising**, "Gas On Us", Client: Mercedes Benz of Midlothian, Midlothian, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2011, **Print Advertising**, "You'll Love Banking Here", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2011, **Print Advertising**, "Rewards Checking", Client: Citizen's Community Bank, South Hill, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2011, **Brochure**, "Services", Client: Global Healthcare Alliance, Houston, TX; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2011, **Website Redesign**, Client: The King Agency, Richmond, VA; Agency: The King Agency; Web Designer: Jay Adams; Developer: Keat Powell

## LOCAL CREATIVE ACTIVITY

2013, **Delivery Truck Graphics**, Client: Think Printing, Richmond, VA; Agency: The King Agency; Art Director & Designer: Jay Adams

2013, **Website Redesign**, Client: GolfTripper, Richmond, VA; Agency: Release The Hounds; Web Designers: Whitney Tigani & Jay Adams; Developer: Andre Fredette

2013, **Website Wireframe Design**, Client: Historic Richmond Foundation, Richmond, VA; Agency: Release The Hounds; Web Designer: Jay Adams

2013, **Website Redesign**, Client: Eagle Bay, Richmond, VA; Agency: Release The Hounds; Web Designers: Whitney Tigani & Jay Adams; Developer: Andre Fredette

2013, **Social Media & Email Marketing**, "Sometimes Smaller Is Better", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2013, **Social Media & Email Marketing**, "The Perfect Match", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Television Advertising**, "Dependability", Client: McGeorge Toyota, Henrico, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Television Advertising**, "Reliability", Client: McGeorge Toyota, Henrico, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Television Advertising**, "Trust", Client: McGeorge Toyota, Henrico, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Social Media & Email Marketing**, "Arby's Madness", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Print Advertising**, "Songs & Remembrances", Client: Stratford Hall Plantation, Stratford, VA; Agency: The King Agency; Art Director & Designer: Jay Adams

2012, **Social Media & Email Marketing**, "Holiday Hunt", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Social Media & Email Marketing**, "Arby's All Stars", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Social Media & Email Marketing**, "Here's To A Smarter Summer", Client: Arby's Richmond, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Social Media**, "What Do You Think?", Client: Think Printing, Richmond, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2011, **Print Advertising**, "Seeking Soulmate", Client: Mercedes Benz of Midlothian, Midlothian, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2011, **Print Advertising**, "We Encourage Recycling", Client: Mercedes Benz of Midlothian, Midlothian, VA; Agency: The King Agency; Art Director & Copywriter: Jay Adams

## **SCHOLARSHIP COLLABORATORS**

Allie Witte, Interactive Designer; Big River Advertising, Richmond, VA

Ash Bruce, Producer; Mondial Creative, Richmond, VA

Cara Patterson, Senior Project Manager; Big River Advertising, Richmond, VA

Chris Hull, Developer; Helium Studio, Richmond, VA

Daniel Riddick, Account Director; Big River Advertising, Richmond, VA

David Ariew, Freelance Editor; Charlottesville, VA

Dermot Faulds, Broadcast Producer; Big River Advertising, Richmond, VA

Fred Moore, President & CEO; Big River Advertising, Richmond, VA

Jan Crable, Director of Engagement; Big River Advertising, Richmond, VA

Kristin O'Connor, Executive Producer & Owner; Rainmaker Recording & Creative, Richmond, VA

Lucien Roberts, Administrator; Gastrointestinal Specialists, Inc., Richmond, VA

Marcel Jennings, Creative Director, Copywriter & Assistant Professor; VCU, Richmond, VA

Mark Meyers, Director, Producer & Editor; TradeMarky Films, Coral Gables, FL

Mike O'Connor, Senior Sound Designer; Rainmaker Recording & Creative, Richmond, VA

Molly Winegar, Director of Vision in Action; Big River Advertising, Richmond, VA

Patrick Blumer, Editor; Mondial Creative, Richmond, VA

Rebecca Mendoza, Director, Marketing & Enrollment Services Division; FAMIS, Richmond, VA

Brian Swann, Account Manager; Big River Advertising, Richmond, VA

Mike Bolino, Director of Marketing & Brand Strategy; Virginia Farm Bureau; Richmond, VA

Shelagh Greenwood, Marketing & Outreach Manager; FAMIS, Richmond, VA

Bartosz W. Wojdyski, Assistant Professor; Grady College of Journalism and Mass Communication, University of Georgia, Athens

Caroline Orr, M.A., M.S., Doctoral Candidate; Department of Social and Behavioral Health, School of Medicine, Virginia Commonwealth University

Candace P. Parrish, M.S., PhD Candidate, Health Communication; Virginia Commonwealth University

Jeanine Guidry, M. S., PhD Candidate, Social and Behavioral Sciences, Virginia Commonwealth University

Kellie E. Carlyle Ph.D, M.P.H., Assistant Professor and Program Director; Department of Social and Behavioral Health, School of Medicine, Virginia Commonwealth University

Marcus Messner, Ph.D., Associate Professor, Journalism; Richard T. Robertson School of Media and Culture , Virginia Commonwealth University

Richard D. Waters, Ph.D., Associate Professor; School of Management, University of San Francisco

Shana Meganck, Assistant Professor; Richard T. Robertson School of Media and Culture, Virginia Commonwealth University

Yan Jin, Associate Professor; Public Relations Associate Director of Center for Health & Risk Communication, Grady College of Journalism and Mass Communication, University of Georgia, Athens

Yen-I Lee, PhD Candidate; Department of Advertising & Public Relations, Grady College of Journalism & Mass Communication, University of Georgia, Athens

Scott Sherman, M.A., Associate Professor; Richard T. Robertson School of Media and Culture, Virginia Commonwealth University

Alessandro Lovari, Ph.D., Assistant Professor, Department of Political Sciences, Communication and Engineering, University of Sassari (Italy)

## PROFESSIONAL AWARDS

### INTERNATIONAL

2017, **International Public Relations Research Conference, International ABERJE Award**, Tweeting about #Diseases and #PublicHealth: Communicating global health issues across nations Guidry, J. P. D., Meganck, S.L., Lovari, A., Messner, M., Adams, J., Sherman, S., & Medina-Messner, V. (2016, March).

2017, **Summit International Awards**, Silver, Health / Medicine Commercial Category, "Relax", Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2017, **Summit International Awards**, Finalist, Radio Category, "Redecorating", Client: FAMIS; Agency: Big River; Creative Director: Jay Adams

2017, **The Telly Awards**, Bronze, General-Public Service/PSA for Local Commercials, "Relax" Client: FAMIS; Agency: Big River; Creative Director: Jay Adams, Copywriter: Marcel Jennings

2016, **Summit Emerging Media Awards**, Leader Award, PSA TV Spot/Internet Commercial, "Relax", Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2016, **Summit International Awards**, Bronze, Television Advertising, "Drive", Client: Virginia Farm Bureau; Agency: Big River Advertising; Creative Director: Jay Adams; Copywriter: Jason Huber

2016, **The Telly Awards**, Bronze, Television Advertising, "Challenges", Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2016, **The Telly Awards**, Bronze; Television Advertising, Business-To-Consumer Campaign, Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2013, **The Telly Awards**, Bronze, Television Advertising, "Trust", Client: McGeorge Toyota; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2013, **The Telly Awards**, Bronze, Television Advertising, "Dependability", Client: McGeorge Toyota; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2013, **The Telly Awards**, Bronze, Television Advertising, "Reliability", Client: McGeorge Toyota; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **Summit International Awards**, Silver, Print Advertising, "We Encourage Recycling", Client: Mercedes Benz of Midlothian; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **Summit International Awards**, Bronze, Print Advertising, "Seeking Soulmate", Client: Mercedes Benz of Midlothian; Agency: The King Agency; Art Director & Copywriter: Jay Adams

2012, **The Telly Awards**, Bronze, Television Advertising, "Dentist Crossing", Client: Dr. Baxter Perkinson & Associates; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

## NATIONAL

2017, **Healthcare Advertising Awards**; Gold, Radio Category, "Redecorating", Client: FAMIS; Agency: Big River; Creative Director: Jay Adams

2017, **Healthcare Advertising Awards**; Bronze, Online Category, "Parenting Just Got Easier", Client: FAMIS; Agency: Big River; Creative Director: Jay Adams

2017, **Healthcare Advertising Awards**; Merit, Single TV Spot, "Relax", Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2016, **Healthcare Advertising Awards**; Silver, Television Advertising, "Challenges", Client: FAMIS; Agency: Big River; Creative Directors: Jay Adams & Marcel Jennings

2012, **Healthcare Advertising Awards**; Bronze, Television Advertising, "Dentist Crossing", Client: Dr. Baxter Perkinson & Associates; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2013, **Microsoft's Marketing Award: Winner, East Coast**, Website Redesign, Client: TCSC; Agency: TCSC; Web Designer: Jay Adams; Developer: Scott Mcleod

## REGIONAL

2012, **ADDY Awards**, Silver, Television Advertising, "Dentist Crossing", Client: Dr. Baxter Perkinson & Associates; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

## LOCAL

2012, **ADDY Awards**, Gold, Television Advertising, "Dentist Crossing", Client: Dr. Baxter Perkinson & Associates; Agency: The King Agency; Art Director: Jay Adams; Copywriter: Keat Powell

2012, **ADDY Awards**, Silver; Print Advertising, "We Encourage Recycling", Client: Mercedes Benz of Midlothian; Agency: The King Agency; Art Director & Copywriter: Jay Adams



2012, **ADDY Awards**, Silver; Print Advertising, "Seeking Soulmate", Client: Mercedes Benz of Midlothian; Agency: The King Agency; Art Director & Copywriter: Jay Adams

## **SERVICE**

### **SCHOOL**

**Member**; Diversity Committee, FA2016 - Present

**Member**; Search Committee, T/E Strategic Advertising faculty position; SP2017 - FA2017

**Member**; Search Committee, T/E Broadcast Journalism faculty position; SP2016 - SP2017

**Member**; Branding & Outreach Committee, FA2015 - Present

### **PROFESSIONAL LEADERSHIP**

**AEJMC Professional, Freedom & Responsibility Chair**, Executive Committee, Ad Division  
2016 - Present

### **PROFESSIONAL MEMBERSHIP**

**Richmond Ad Club**; 2013 - Present

**American Marketing Association**; 2016 - Present

**American Marketing Association**; 2016 - Present

### **COMMUNITY**

**Robious Elementary School Parent Teacher Association**; 2013 - Present; Designed and printed stickers for class folders, journals and notebooks

**Huguenot Little League**; Head Coach 2015 - Present

**YMCA Richmond Y Princess Program: Sioux Nation**; Seneca Tribe 2013 - Present

**YMCA Richmond Y Braves Program: Iroquois Nation**; Manahoac Tribe 2016 - Present

**Chesterbrook Academy**: Constructed an 8' X 8' planter box garden. September 2016

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