

Wade Young

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Summary

Dynamic creative professional with over 18 years of experience in web design, marketing, and advertising. Proven ability to develop comprehensive marketing strategies, launch products, and manage diverse communications channels. Skilled in content creation, social media management, and brand development. Seeking new opportunities to leverage my expertise in driving innovative marketing solutions.

Experience

Social Media Marketing Manager

DiBella Law Offices, P.C.

Jun 2021 - Present

Spearheaded the social media and marketing strategy, enhancing the firm's presence across all major platforms including Facebook, Instagram, Twitter, YouTube, and TikTok. Designed and produced print and digital content, improving brand visibility and engagement. Managed website updates, blog contributions, and video production, resulting in increased web traffic and client interaction.

Podcaster

B & H Publishing Company, LLC

Aug 2018 - June 2023

Create, host, produce, and administer a podcast for the Adel News Tribune, Berrien Press, Ocilla Star, and Quitman Free Press newspapers, owned by Cook Publishing Company. Podcasts featuring news stories, advertising, and interviews along with Facebook Live broadcasts of town meetings and events.

SKILLS UTILIZED:

Copywriting (including Stories and Ads)

Copy Editing

Conducting Interviews

Adobe Audition Editing and Production

Adobe Premiere Pro Editing and Production

Media purchasing and licensing



Social Media Marketing Consultant

Equitable Advisors

Oct 2018 - Dec 2021 (3 years)

Creating consistent, meaningful content on all social media platforms, including writing and editing social media posts, improving customer engagement, and promoting social media campaigns.

Managing a high volume of daily social media posts for financial services industry consultants.



Google Ads Manager

Carter, Carter and Carter

April 2020-Dec 2021

Oversee and optimize Google Ads and Local Services Ads campaigns, analyze performance metrics, manage budgets, and develop strategies to maximize ROI.



Owner

Forever Young Studios Photography

Sep 2012 - Feb 2021 (8 years 6 months)

A local photographer with a reputation for quality portrait and modeling photography. I have been published on several websites and in a few magazines.

Senior Pictures, Boudoir, Engagement Photos, Prom Photos, Maternity Pictures, Modeling Photos, Head Shots, Holiday Pictures, Birthday Photos, Baby Pictures, Party Photos, Weddings, Food Photography, Event Photography, Corporate Photography, Product Photography.



Product Category Manager

PB2 Foods, Inc.

Oct 2012 - Feb 2018

Product Category Management of Powder Lines

Label and packaging concept / design

Product creation and development

Digital Asset Management

New Market Explorations

Planning marketing and branding objectives.

Budgeting

Project Manager: Marketing and Sales Web Portal Development

Education

Business Marketing Certificate

Abraham Baldwin Agricultural College - Tifton, GA

August 2005 - December 2008

Skills

Digital Marketing & SEO, Social Media Management & Advertising, Graphic & Web Design, Content Creation & Copy writing, Video Production & Editing, Adobe Creative Suite & Microsoft Office, Market Research & Data Analytics