



**Maurice Adams Jr.**

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## WEBSITE & PROFILES

- [www.MediaByMoe.com](http://www.MediaByMoe.com)
- [www.Linkedin.com/in/maurice-adams-jr-079a6723a](http://www.Linkedin.com/in/maurice-adams-jr-079a6723a)

## SKILLS

- Strategic brand management
- Communications
- WordPress Web Design
- Content Creation
- Proficient in Adobe Creative Suite, Logic Pro, and Final Cut Pro.
- Microsoft Office Suite
- Strong Writing and Journalism Skills
- Music Creation and Sound mixing
- Lighting Knowledge
- Filming
- Video Equipment inspections
- Copyediting and proofreading
- Field production
- Concept development
- Strong creative vision
- Networking expertise
- Production operations

## SUMMARY

Seasoned Media Professional with a background in video production

# Maurice Adams Jr.

## EDUCATION

**Bachelor of Science** | Integrated Marketing Communications Graphic Design  
University of West Alabama, Livingston, AL

## High School Diploma

Northridge High School, Tuscaloosa, AL

## CERTIFICATIONS

- Automotive Mechanics, Shelton State Community College
- Google Analytics

## EXPERIENCE

January 2017 - Current

**Content Creator & Head of Video Production FarAsMars Media** | Tuscaloosa, AL

- Extensive usage of cinema cameras, mirrorless cameras, and DSLR cameras from various camera systems including Canon, Nikon, ZCAM, and Sony
- Worked with businesses such as The University of Alabama, Guitar Gallery Inc. (Tuscaloosa & Pelham), Urban Bar & Kitchen of Tuscaloosa, and more on various video projects, branding material, and social media content.
- Directed social media and digital marketing strategy and initiatives to promote brand building, guest retention and revenue-focused activities.
- Operated in various production software including Adobe Premiere Pro, Logic Pro, Adobe Illustrator and Adobe Indesign to create various communications materials.
- Wrote press releases to be published online and social media on behalf of clients.
- Organized video and photo shoots, production crews and actors to achieve clients' creative and brand vision. Edited captured video and photo to tell concise, visually pleasing stories or relay video messages.
- Oversaw day-to-day operations of independent production company specializing in creating video products for webcasting, video streaming, commercials, weddings and special events.
- Interfaced with clients to define project scopes of work, including budgets and deliverable schedules.

June 2016 - Current

**YouTube Content Creator Artmakesmoe** | Tuscaloosa, AL

- Massed over 861,266 total views and over 6,376,481 impressions on Artmakesmoe YouTube page.
- Used data analysis and reporting tools to identify audience insights and optimize content performance.

and content creation seeking to utilize skills to take the next career step. Holding expertise in coordinating teams, creating engaging video content and marketing materials, and overseeing the production process from initial scripting and storyboarding to post-production. Additionally, furthering expertise by completing an Integrated Marketing and Communications bachelor's degree with a Graphic Design focus. Strong leadership skills allow the ability to leverage professional networks to champion brands and drive public relations goals.

- Used knowledge from trackable trends and Google Analytics to encourage video promotion and views.
- Posted original video, music, and guitar related content to personal YouTube page, updating page to align with current branding strategies.
- Maintained knowledge of digital technology, social media trends, media requirements, and best practices for encouraging channel growth.
- Performed all video production, music production, creative direction, and content strategy.

August 2014 - Current

**Chief Engineering Production Trainer Mercedes-Benz** | Vance, AL

- Continuous travel to Stuttgart and Sindelfingen, Germany for engineering based training of new procedures and technology.
- Developed and implemented strategies to enhance team performance, improve processes and boost results.
- Collaborated with stakeholders to tailor training to best fit team needs.
- Delivered group and individual needs-based training to personnel.
- Participated and attended meetings or seminars to obtain information for use in training programs or to inform management of training program status.
- Used internal programs to record build-ability issues and commune with international counterparts to collaborate on solutions.

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## HONORS

- Member, Lambda Pi Eta (LPH) Communications Honors Society at UWA