Adison Schwartz

adisonschwartz@gmail.com | 847-212-9244 | Chicago, IL | Miami, FL

EDUCATION

University of Miami — **Coral Gables, Florida**
Bachelor of Science in Communication — *May 2028*

- **Major:** Communication Studies | **Minors:** Public Relations, Marketing
- **Provost's Honor Roll & Dean's List** (Fall 2024, Spring 2025, Fall 2025, Spring 2026) | **GPA: 3.95**
- **Relevant Coursework:** Social Media Messaging & Strategy, PR Strategy, PR Event Planning, Principles of Public Relations, Principles of Marketing, Business Communication, Professional Selling, Persuasion

WORK EXPERIENCE

SPEAR Training Center — **Vernon Hills, Illinois**
Social Media & Content Manager — *May 2026 - Aug 2026*

- Led content strategy and production across Instagram, Facebook, and TikTok for a performance facility training NBA and NFL athletes, generating **22M+ views in three months** (7.8M Instagram, 6.9M Facebook, 741K TikTok).
- Grew Instagram from 5.6K to **21K followers (+277%)** with 88% of views from non-followers; produced one reel that reached **6.8M views, 195K likes, and 7,300 new followers** from a single post.
- Built the systems behind the growth - content pillars, a 30-day calendar, a 50-hook caption bank, and an Excel analytics tracker logging reach and engagement rate by post.
- Used tracker data to shift the content mix toward athlete spotlights and carousels, the two highest-performing formats, and produced athlete content around **NBA Finals MVP Jalen Brunson**.
- Developed content pillars, content calendar, caption resources, paid campaign creative, and media pitches to support the facility's marketing efforts.

Bette Ann Fialkov - Outfluenced — **Miami, Florida**
Influencer Marketing & Strategic Partnerships Intern — *Sep 2026 - Present*

- Research and source influencers for Bombas and other brands, matching creators to brand needs.
- Compile weekly Coolness Reports on Gen Z trends, brands, and culture; assist with influencer contracts and other administrative tasks.

University of Miami — **Coral Gables, Florida**
Canes Content Creator — *Jan 2025 - Present*

- Serve as a student content creator, producing weekly content for the University of Miami's social media platforms (**310K Instagram followers and 171K TikTok followers**) after being selected from a competitive applicant pool.
- Collaborate with university teams to capture authentic student stories and maintain brand consistency.

You Are Enough (501c3 Not-For-Profit) — **Deerfield, Illinois**
Founder & Executive Director — *Dec 2020 - Present*

- Raised **$70,000+** to fund mental health initiatives and launched three student wellness centers across two states.
- Partnered with The JED Foundation and Joakim Noah's Noah's Arc Foundation to expand awareness and resources.
- Managed partnerships, media outreach, and event production; **featured by WGN-TV, Deerfield Patch, and The JED Foundation.**

Sigma Delta Tau, University of Miami — **Coral Gables, Florida**
TikTok Coordinator — *Dec 2025 - Present*

- Co-manage TikTok strategy and content for recruitment, chapter programming, and brand collaborations.
- Generated **2.2M post views, 122K profile views, 169K likes, and 5K+ shares** within 30 days.

SocialMiami — **Miami, Florida**
Video and Content Editor — *Sep 2025 - Dec 2025*

- Created digital content highlighting lifestyle, fashion, and events; contributed to editorial coverage of entertainment, arts, and local culture.
- Assisted with influencer partnerships and brand collaborations to expand audience engagement.

Schwartz Center for Athletic Excellence — **Coral Gables, Florida**
Student-Athlete Academic Tutor (1:1) — *Jan 2026 - May 2026*

- Provided weekly 1:1 tutoring to **3 student-athletes** in Communication, Public Relations, and Kinesiology coursework.
- Helped students stay organized with weekly check-ins, deadlines, and study strategies to balance academics with athletic schedules.

INVOLVEMENT

Phi Alpha Delta Pre-Law Fraternity — **Coral Gables, Florida**
Initiated Member — *October 2024 - Present*

The JED Foundation — **Boca Raton, Florida**
Annual Benefit Dinner Speaker — *Nov 2023*

- Selected to deliver the keynote address at The JED Foundation's Annual Benefit Dinner, with all expenses covered.

National Association of Securities Dealers Automated Quotations (NASDAQ) — **New York City, New York**
Stock Market Opening Bell Ringer — *Aug 2023*

- Selected to represent the JED Youth Voices Board at the NASDAQ Market Opening Bell to draw national attention to young adult mental health.

Deerfield High School Student Council — **Deerfield, Illinois**
Student Council Officer — *Sept 2020 - May 2024*

- Elected as one of four Officers by the school-wide student body; led 10-person committees and coordinated the executive board.
- Executed schoolwide fundraising events including the Spelling Bee and Run 4 Change 5K, raising **over $250,000** for school-chosen causes.

SKILLS AND INTERESTS

- **Certifications:** Marketing Analytics: Setting and Measuring KPIs - LinkedIn (Oct 2026), AI and Digital Marketing Trends - LinkedIn (Sep 2026), Marketing with Canva - Canva (Nov 2025), The Science of Well-Being - Yale University (May 2020)
- **Skills:** Social Media Strategy, Content Creation, Short-Form Video Editing, Social Media Analytics, Creative Strategy, Influencer Marketing, Brand Partnerships, Public Relations, Media Relations, Canva, CapCut, Claude, SEO/GEO
- **Interests:** Sports, Fashion, Beauty & Wellness, Entertainment, Travel, Influencer Marketing, Brand Strategy