

# John Adam Wickliffe

110 Green St. · Greer, SC 29650 · 864.940.1714 (m) · [www.wickliffe.net](http://www.wickliffe.net) · [adam@wickliffe.net](mailto:adam@wickliffe.net) · @Wickliffe

## Summary

A creative professional with experience working with professional, corporate and community organizations and over 15 years of project management/collaboration, development, public communication, social media, graphic design and experience with a customer-centric philosophy.

## Work Experience

**Social Commerce Operations Manager, Team Lead, other positions** | The Greenville News, Greenville, SC  
2003-2008 and 2010-2013

- Provided marketing and operational support for a daily deals website at <http://www.dealchicken.com>, managing a budget of \$70,000 and meeting revenue goals at a consistent pace.
- Managed a small group of other local area managers serving as deal quality and scheduling coordinators and merchant relations specialists, ensuring revenue and task goals were met.
- Maintained a medium-market newspaper Web site at <http://www.greenvilleonline.com>, posting daily content and special features.
- Created database-driven web applications under a PHP/MySQL environment.
- Shot, edited and produced television news segment-length video and slideshows.
- Assisted in company-level planning activities.
- Built Web site for young reader readers in their 20s and 30s at <http://www.upstatelink.com>.
- Wrote news and entertainment stories for the print newspaper.

**Adjunct Instructor** | ITT Technical Institute, Greenville, SC  
2009-Present

- Instructed students in networks, database development, operating systems, composition, ethics and collaboration.
- Provided real-world experience examples for students to show application of instructional material, including application of database-driven PHP/MySQL websites.

**Web Content Manager** | The Cliffs Communities, Travelers Rest, SC  
2008-2009

- Fulfilled real estate advertising placement on affiliated sites.
- Coordinated copy and art changes on company Web site at <http://www.cliffscommunities.com>.
- Managed Web- and e-mail-based projects promoting community activities.

**Freelance Web Designer/Web Developer/Graphic Artist** | WickliffeDotNet Media, Greer, SC  
1997-Present

- Representative portfolio and design samples available at <http://www.wickliffe.net>.
- Developed static and dynamic Web sites for a variety of clients, include political candidates, fishing tournaments, charitable organizations, real estate, university and city organizations.
- Prepared print advertisements and brochures for a variety of clients including charitable organizations, restaurants, commercial real estate and commercial electricians.

## Community Service Experience

**Vice Chairman, Board of Directors** | Daily Bread Ministries/Greer Soup Kitchen, Greer, SC  
2010-Present

- The Greer Soup Kitchen, a part of Daily Bread Ministries, is a non-profit, charitable organization that was founded in 1990 when concerned citizens observed that people in their own town were going hungry. We utilize food donated by churches, restaurants, grocery stores, schools and individuals. Many times this food would have been simply thrown away. Similarly, we have our own garden in which we grow some of the vegetables and herbs we serve.
- Responsibilities include event and budget management as well as resource allocation and community messaging.

**Marketing Chair, Past Event Chairman** | Taste of the Upstate, Greenville, SC  
2006-Present

- Taste of the Upstate is Greenville's premier culinary and wine tasting benefits Loaves & Fishes and presents over 20 local restaurants each year. This fundraiser helps end hunger and poverty in the Greenville community and across the country.
- Responsibilities include budget management, messaging and coordination with multiple agencies.

## Educational Qualifications

**Master of Arts, Professional Communication** | Clemson University, Clemson, SC  
2001-2003

Courses include technical writing, editing, management and rhetoric; concentration in mass communication and digital publishing.

**Bachelor of Science, Computer Information Systems** | Clemson University, Clemson, SC  
1996-2000

Courses include computer software programming, workforce and financial management, as well as newspaper editing.

## Computer Skills

**Operating Systems:** Windows-based, Macintosh and UNIX (Linux) environments.

**Applications:** Microsoft Office, OpenOffice, Internet Explorer, Firefox, QuarkXPress, Adobe Dreamweaver, Adobe Fireworks, Adobe Flash, Adobe Acrobat, Adobe InDesign, Adobe Illustrator, Adobe Photoshop and Sony Movie Maker Platinum, iMovie as well as various other programs.

**Languages:** HTML, VBScript and PHP. Experience with several database systems.