

Adam Polaski

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Experience

- Freedom for All Americans • Deputy Digital Director** (freedomforallamericans.org) **Oct. 2015 – Present**
- Write and edit blog and online content for national campaign to win LGBT non-discrimination protections
 - Launch, develop and execute national email program, growing list from 0 users to 60K in 1 year
 - Build and oversee sophisticated story collection program, resulting in network of 100+ spokespeople nationwide
 - Launch and manage daily, rapid response-intensive social media on Facebook, Twitter, Tumblr & Instagram
- Freelance Graphic Designer & Digital Strategist** (adampolaski.com) **May 2015 – Present**
- Design print materials, ads, lawn signs, documents, and online graphics for wide range of clients, including non-profit organizations, local electoral campaigns, conferences, small businesses, and entertainment projects
 - Design and execute mobile-responsive websites and consult on digital strategy and content generation
 - Work to expand a variety of existing brands as well as develop new logos and brands from scratch
- Freedom to Marry • Deputy Digital Director • New York** (freedomtomarry.org) **May 2012 – Oct. 2015**
- Write and edit content on web properties for the national campaign to win marriage for same-sex couples
 - Manage day-to-day social media for 3 brands; grow national social audience - in 3 years, following increased on Facebook by 500K, Twitter by 25K, and Tumblr by 60K; consult and execute social strategy for state efforts
 - Identify and interview 400+ spokespeople; curate compelling and shareable stories from across the country
 - Design and create nearly all graphic content for national social media platforms & state partner organizations
 - Lay out and design development documents, including case statements, invitations and fundraising proposals
 - Track, analyze, and report on 100+ different legal cases; update resources; guide staff and media on news
 - Coordinate 250+ attendee event bringing together plaintiffs in marriage cases across 40 years of legal history
 - Supervise and oversee work of Online Content Associate
 - Coordinate and produce written & visual content for final website following organization's post-victory closing

Leadership & Community Involvement

- Volunteer, Ali Forney Center • New York** **March 2013 - Present**
- Active participant in LIFE Coach program for NYC organization devoted to protecting LGBTQ youth experiencing homelessness. Assisted AFC staff on Service Learning Project; cooked meals and organized supplies for residents

Education

- Ithaca College** **Graduated May 2012**
- Bachelor of Science in Journalism
 - GPA: 3.92, Summa Cum Laude
 - Minor: Spanish
 - Spring 2010 - Studied in Buenos Aires, Argentina

Training & Awards

- **New Organizing Institute's BootCamp 7 Class**, intensive week focused on online organizing and digital campaigns
- **Excellence in Online Journalism Award (Third Place)**, National Lesbian & Gay Journalists Association, July 2012
- **Park Scholarship**, highly competitive, full, 4-year merit scholarship based on communications and service

Additional Experience and Skills

- **Spanish** fluency in reading and writing
- **Web and Software:** Adobe Photoshop, Adobe InDesign, HTML, CSS, Wordpress, BSD Tools, Expression Engine, Audacity
- **Public speaking and training** at national conferences for organizers, including Creating Change and RootsCamp
- **Co-wrote** chapter published in *Love Unites Us*, book tracking history of the same-sex marriage movement
- **Published** essays and proofread work in three issues of *Hello Mr.*, international lifestyle magazine (2012-2014)
- **Research Assistant** for best-selling book *Travels with Casey* by *New York Times* writer Benoit Denizet-Lewis ('14)