

MICHAEL ADAMSON

LEAD DESIGNER + CONTENT STRATEGIST— SOCIAL MEDIA, BRAND, CLIENT EXPERIENCE

Michael has spent **the last decade** working across design, digital, content, and client strategy. He manages work across a portfolio of **4,000+ client websites**, built his agency's Instagram from the ground up, and led social media for Hillsong Dallas, where he grew Instagram followers **200% in 11 months** and created more than **500 pieces of content**.

Now, he's looking to make social media, content, and brand storytelling the focus of what comes next.

— EXPERIENCE

Jonah Digital Agency

MARCH 2016 – PRESENT

Lead Designer / Product Training Manager

- **Founded & runs the agency's Instagram:** launched Jonah's own Instagram five years ago and has produced its content ever since
- **Content & brand placement:** takes client assets — logos, color, imagery — and places them across a live portfolio of 4,000+ multifamily real-estate websites, balancing brand identity with SEO and accessibility
- **Daily live training & support:** runs live video sessions teaching clients and third-party design/marketing teams the in-house web platform — hundreds of hours logged in the past year and a half — then stays on as the person who fields questions and makes the live edit
- **Client relationships:** the daily point of contact for property managers, marketing directors, and asset owners who need fast, clear answers

Hillsong Dallas

SOCIAL MEDIA MANAGER

DEC 2019 – JAN 2022

Social Media Manager / Content Creation

- Executed social media strategy for a Dallas church campus, growing Instagram followers **200% in 11 months**
- Produced **500+ digital content assets** across social and short-form video, maintaining a consistent, high-output content cadence.

Acts 29 Missions

2010 – 2024

Content Creation & Fundraising Communications

- Ongoing content and storytelling in support of fundraising that helped raise **\$310,000** for a 200+ student school in Haiti and **\$200,000** for a missionary base

Apple

MARCH 2014 – MAY 2016

Technical Support Analyst

- Handled high-volume daily ticket queues in a fast-paced support environment — the same speed and client-first instinct he brought into agency work

— STRENGTHS

- **Content at speed** — produces quickly without losing brand consistency
- **Client-facing communicator** — comfortable presenting and advising live
- **Visual storyteller** — strong design instincts across brand, layout and short-form content
- **High-volume operator** — manages competing clients and deadlines simultaneously
- **On-camera confidence** — hundreds of hours of live client training

— TOOLS

Instagram

Facebook

YouTube

Hootsuite

CapCut + InShot + Premiere

Reels / Short-form Video

Photoshop

Illustrator

InDesign

Figma

Google Analytics

SEO

Excel

Mac OS

— EDUCATION

Oral Roberts University

Bachelor in Communication
2015 – 2018