

# Adam A. Foster-Baird

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Philadelphia, | PA | 703-447-4127

## EDUCATION

**Temple University – Fox School of Business**, Philadelphia, PA

Bachelor of Business Administration

Graduation: May 2025

**Major:** Marketing | **GPA:** 3.75

**Honors:** University Honors Program, Fox Honors Program

**Awards:** Provost's Scholarship, FSBM Endowed Scholarship

**Selected Courses:** Management Information Systems, Accounting, Economics

## ACTIVITIES

**Director of Professional Development**, American Marketing Association May 2022 – Present

**President**, Temple Climbing Club

January 2022 – Present

**Peer Mentor**, Fox School of business

August 2022 – Present

**Member**, Business honors society association

August 2021 – May 2022

## PROJECTS

**Fulton Case Competition**, AMA's 9th Annual Regional Conference Case November 2021

- Led 3 students in completing market research on the footwear industry
- Developed and presented a marketing plan for the company's athletic insole product

## EXPERIENCE

Scan Panda, Remote

June 2022– Present

**Social media Manager intern**

- Responsible for managing and creating content for social media accounts for a start-up company
- Grew Instagram followers to over 6,000 followers in under 3 months
- Creating content on Canva on a daily basis for daily posts

TU-AMA Cherry Consulting, Philadelphia, PA

August 2021 – May 2022

**Project Manager**

- Led a group of 20 consultants to help grow the market for a nonprofit dog rescue organization and movie review mobile application
- Managed and grew Instagram and Tiktok follower counts by 50%
- Organized in-person events to raise brand awareness for companies

Nando's Peri Peri, Arlington, VA

June 2020 – August 2021

**Shift Leader**

- Oversee all kitchen orders and inventory for a multinational food chain specializing in South African cuisine
- Trained and acclimated 5 new employees on store policies and procedures
- Performed nightly financial reconciliation to ensure all sales were accounted for

## SKILLS

**Software:** Microsoft Excel, Canva, Google Ads, TikTok, Instagram, Facebook, SEO

**Certifications:** Fundamentals of Digital Marketing, Google Analytics for Beginners, Google Analytics Advanced, Google Analytics Individual Qualification