

Adena Jones

Social Media Marketing Strategist | Team Builder | Industry Leader | Award Winner

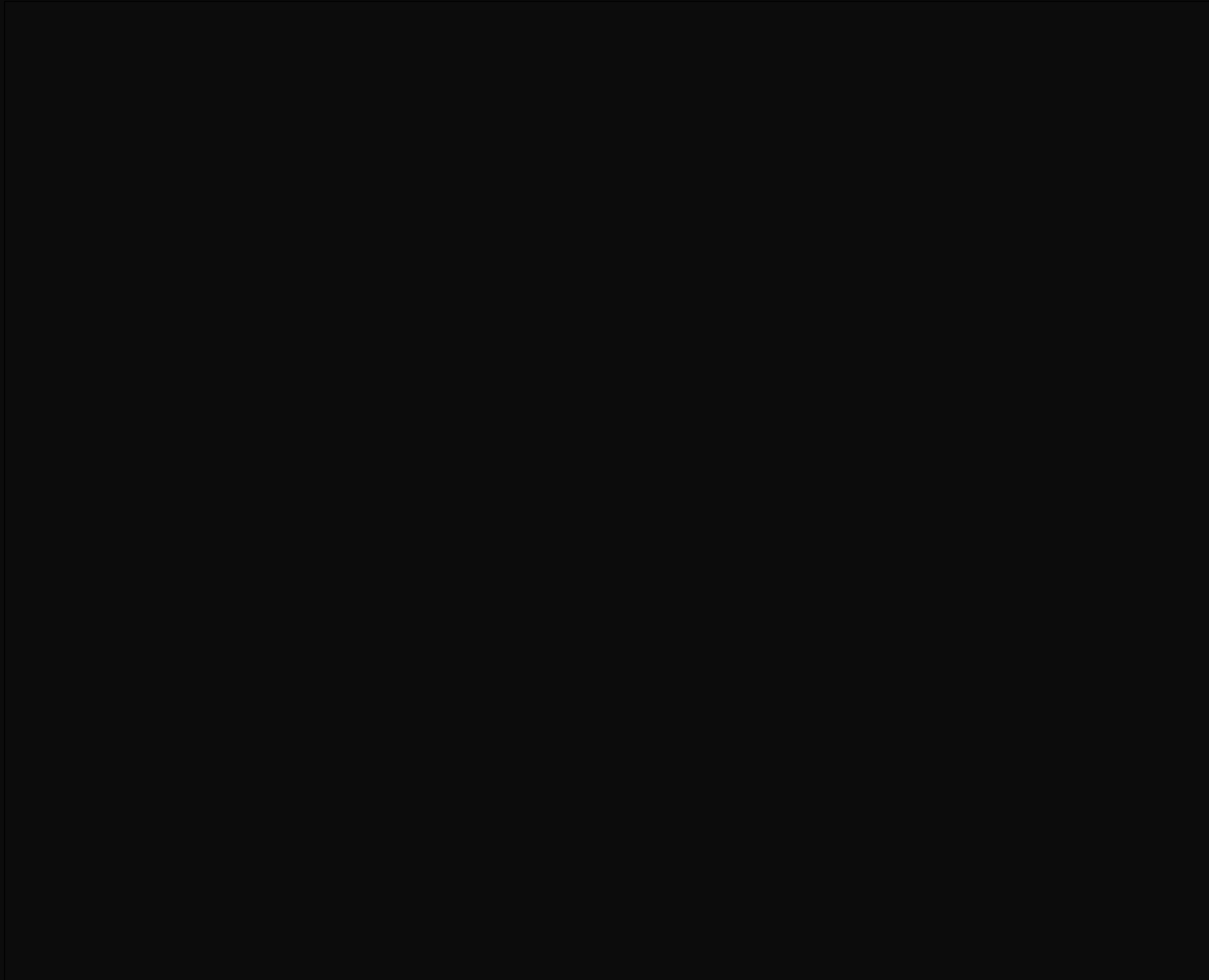
Leadership

Industry Leader



- Senior Manager of 10-person bicoastal team of producers and editors
- Direct team of seven content creators day & night for 82+ games and season tentpole events (NBA All-Star, Draft etc...)
- Lead marketing strategy for Twitter Sports & Gaming verticals
- Strengthen cross-functional relationship between marketing partnership and legal resulting in **\$5.6million** in digital sales for 2022-23 season

Awards



Award-Winning Career

One Tweet. Three words. Millions of engagements.

SITUATION:
October 4th, 2021. Facebook, Instagram, and WhatsApp all went down. For six whole hours. So we lit a 24-character beacon of light, welcoming the masses to Twitter and starting a global conversation with literally everyone with a single Tweet.

RESULTS:
One Tweet. Three words. Twenty four characters. **That's all it took.** The likes and RTs came flooding in and almost every single brand on Twitter dropped into our replies, including Instagram and WhatsApp. By the end of the day, the Tweet became the 2nd most liked Tweet of 2021 (globally!), the 6th most liked Tweet of ALL TIME on Twitter, and was featured on *Good Morning America*, *the Late Show*, and the cover of the *New York Times*. And as Twitter, we were able to demonstrate that few things in marketing are more powerful than a simple, well-timed Tweet.

AFTER 48 HOURS KPIs:
580K New followers 22M Engagements 175M Impressions



HELLO LITERALLY EVERYONE
2022 · TWITTER · TWITTER SAN FRANCISCO

- Silver Lion · Direct Excellence in Direct > Copywriting


CANNES LION
Silver, Copywriting


WEBBY
Best Overall Social


CLIO
Gold, Digital/Social Media


APSE
Projects & Column winner


ONE SHOW
Bronze, Social Media

Brand Tone Of Voice

@Twitter

Twitter, Marketing Lead

Leader on Twitter's Global Social and Editorial team which is responsible for the tone of voice and content on the main brand handle.

All @Twitter Tweets are workshopped and brainstormed by our team to assure they are on trend and on brand

62.4M Followers



Twitter ✓
@Twitter

may your Tweets prosper and you never be ratioed

11:07 AM · Jan 10, 2022 · Sprinklr

10.5K Retweets 1,316 Quote Tweets 124.3K Likes



Twitter Sports ✓
@TwitterSports

Cleveland, this is for you!

3:39 PM · Sep 1, 2022 · Twitter Web App

65 Retweets 7 Quote Tweets 419 Likes



Twitter Sports ✓
@TwitterSports

OBJ is good for the timeline

6:53 PM · Feb 13, 2022 · Sprinklr

56 Retweets 5 Quote Tweets 406 Likes

Reply

NFL ✓ @NFL · Feb 13
Replying to @TwitterSports
🔥🔥🔥 #SBLVI

5 11 50

Marketing Campaigns

Super Bowl LVI

Twitter, Marketing Lead

Partnered with the NFL to activate and amplify the best Super Bowl convos and place them on SoFi Stadium's state-of-the-art roof during the Super Bowl. Also spearheaded Surprise & Delight tactic to bring diehard fans to the exclusive Tweet Suite at the game

\$11.5M estimate ad value of content on the roof.
(2.4 x higher than 2021 NFL Twitter Campaign)

59.7M Impressions

22.2M Video Views

1.33M Engagements



Earvin Magic Johnson ✓

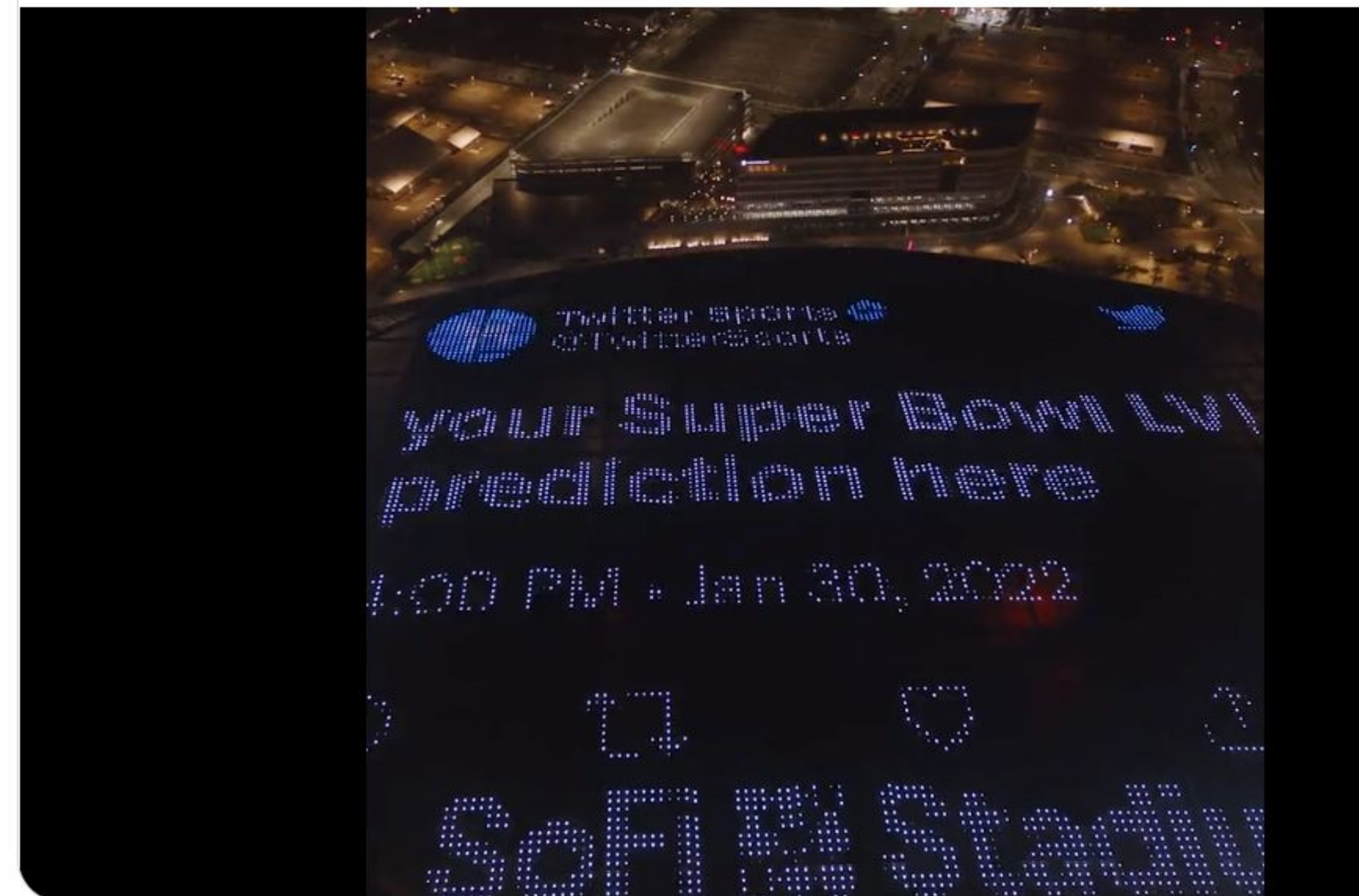
@MagicJohnson

.@RamsNFL bring another ring to LA!

Twitter Sports ✓ @TwitterSports · Jan 31

Tweet your wildest Super Bowl LVI prediction in 6 words or less

You'll never guess where it might end up





Sponsored Content DoorDash x In-Season Tournament

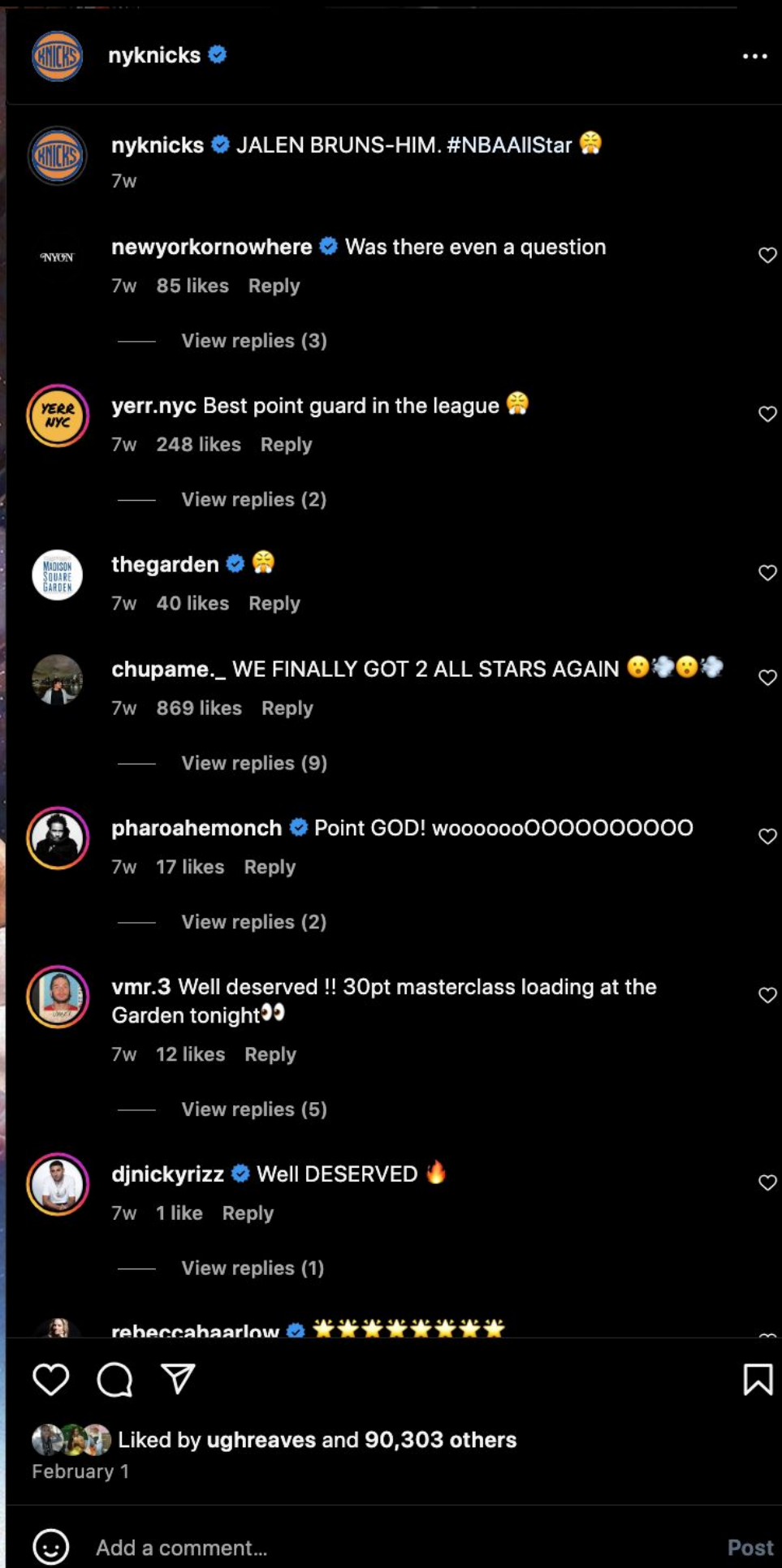
New York Knicks, Director of Social

Built engaging, educational and compelling content to support all phases of the NBA's inaugural In-Season Tournament.

DoorDash owned all executions from ticket sales, to app integrations, to social media promotion and game coverage.

One small part our \$5.6 Million in digital sales

23 Total Posts
2.3M Impressions
75K Engagements



2024 NBA All-Star Campaign

New York Knicks, Director of Social Media

Our one month long social campaign was the most consistent driver of votes by utilizing game highlights, influencer partnerships and hyperfocus on international audiences.

Fifth most engaging NBA team social account (out of 30) during voting period and 3rd Place winner for League's Best 2024 All-Star Campaign.

382 Total Posts (+101%)

29.5 Impressions (+145%)


1.89M Engagements (+175%)

8.01M Video Views (+232%)



*Increase Calculated Year Over Year

Social Media Activations





 nyknicks and 3 others • Following ...
Original audio

 nyknicks  9w
Marcelo can really do it all 🏀🏈

 nbabrasil  9w
Craque DEMAIS, não tem jeito! 🏀🏈
@marcelotwelve


1,155 likes Reply See translation





— View all 1 replies

 tobayas  8w
Marcelo > NBA



1,335 likes Reply

— View all 4 replies

 who_is_asap 9w
Only Americans don't know this
Legend. But he's more famous than
95% of NBA players in the world right

  1,927,969 likes
January 17

 Add a comment... 

Marcello x New York Knicks

New York Knicks, Director of Social Media

Amplified the international appeal of soccer legend Marcello and the New York Knicks to generate a night of content designed to merge the two brands.

Collaboration with Marcello (67.5M followers), NBA(87.3M followers), NBA Brasil (2.9M followers)

Most viewed IG Reel in Madison Square Garden Sports history

30.9M Views

1.9M Engagements

1.7M Video Views

18.7M Impressions

THIS 🙌

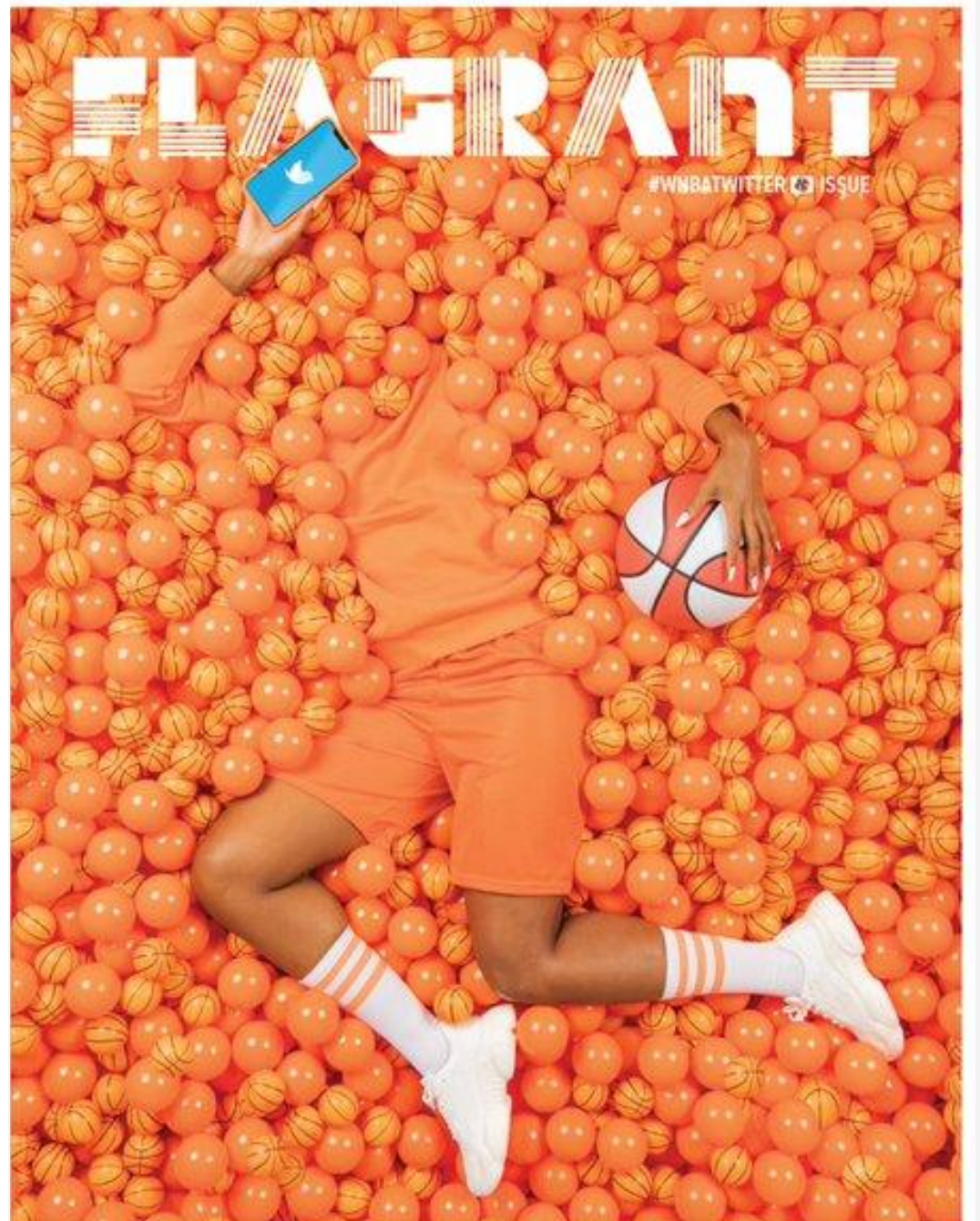
Twitter Sports @TwitterSports · Oct 8, 2021
 don't say #WNBATwitter 🗨️ didn't tell you
[Show this thread](#)

Arielle (Ari) Chambers @ariivory
The WNBA is so important.
 12:34 PM · Apr 5, 2017

21.2M views 0:32 / 0:38

Alex Park @aparkmedia
 #MailCall from @WeGotGame2 & @TwitterSports 🗨️
 Y'all had to be quick for this one.
 Shoutout sneaker culture for the quick reflexes!

3:55 PM · Oct 14, 2021 · Twitter for iPhone



#WNBATwitter

Twitter, Marketing Lead

To celebrate the WNBA's 25th anniversary, Twitter Sports launched a campaign highlighting diverse WNBA Twitter community members who have supported the league for years.

We put their brands, voices, and faces at the center of the campaign to let their passion for the WNBA speak for itself

1.2M Impressions

2.1M views

2.4% Engagement rate

#WNBATwitter usage +125% w-o-w

Heung-Min Son Joins Twitter

Twitter, Marketing Lead

Demonstrated why Twitter is the place where athletes and global fans can actively interact with one another by starting a Twitter account for one of soccer's biggest stars, South Korea's Son Heung-min.

54.56K Total Tweet Volume (18.1K Unique Tweets + 35.7K Retweets)

322K Engagements

755.2M Estimated Reach

 **Son Heung-min** 
@Sonny7

hi everyone this is the real me, excited to open my twitter!!

안녕하세요, 손흥민입니다. 드디어 저의 공식 트위터를 오르게 되었습니다! 앞으로 이 곳에서 더 즐겁고 행복한 소식들로 팬 여러분들과 함께 할 수 있었으면 좋겠습니다:) 많이 기대해주세요 😊

Translated from Korean by Google

hi everyone this is the real me, excited to open my twitter!!

Hello, my name is Heung-Min Son. I finally opened my official Twitter! I hope to be able to share more fun and happy news here with fans in the future :) Please look forward to it 😊



3:05 PM · May 3, 2022 · Twitter for iPhone

 **Twitter Sports** 
@TwitterSports

They're baaaaccckkkk 😊

[#WelcomeSonny](#) 
[#Sonny](#) 
[#NiceOneSonny](#) 
[#HeungMinSon](#) 
[#손흥민](#) 



3:25 PM · May 3, 2022 · Twitter Web App

Content Strategy



Bleacher Report ✓
@BleacherReport



Which rappers rep their hometown squads the best?
[#BRmag ble.ac/2xLLf8l](#)



Bleacher Report x NBA

Bleacher Report, Senior Manager Social Moments

Commemorated start of NBA season by matching rappers with their hometown NBA team.

Activation featured cross-functional efforts across multiple departments (social media, creative studio, programming, editorial and sales)

133K Page Views

940K Engagements

1.7M Video Views

B/R | P50 WER



Bleacher Report Power 50

Bleacher Report, Deputy Managing Editor

A definitive list of the 50 most influential people in sports culture.

Creative lead for Bleacher Report's largest social and editorial cross-functional project. Garnered press on CheddarTV, USA Today, XXL Magazine and social shares from notable athletes and celebrities on the list.

2.6M Page Views

5.8M Video Views

900K Engagements

THANK YOU

Email: Adenajones1@gmail.com

Phone: 631-334-1607

www.adenajones.com

LinkedIn: [in/adenajones](https://www.linkedin.com/in/adenajones)