

Candidate for Director – Communications and Marketing

David Adams

University of Florida Career Connections Center



Why are you interested in this Board position?

I am excited for the opportunity to serve SoACE as a member of the Board of Directors and feel my skills and experiences make me a strong candidate for this role. I am passionate about higher education and career services and want to see the association and our members continue to grow through the many opportunities SoACE offers. As leader of the Marketing and Communication team, I would be able to help SoACE's initiatives thrive through consistent branding and communication. I also offer ideas to advance the Marketing and Communications team, such as relaunching and promoting the member blog, a project I have started working on this year as a committee member; finding creative ways to engage with members, such as through social media takeovers or office spotlights; and finding ways to support communications initiatives, such as through creating a SoACE communications internship for a student at a member institution, if funding support was available. I am eager for the opportunity to serve the association and my colleagues through this role and grateful for how SoACE helps members to grow and advance the field of career services and college recruiting.

What qualifications do you have that would make you a strong fit for this Board position?

During my nearly 10 years in higher education career services, I have developed significant experience with marketing and communications. I have significant academic and professional experience in the field, including a bachelor's degree in journalism/media writing, master's degree in higher education and student development, and a Certified Master of Career Services credential from the National Career Development Association, and I am currently working toward a Doctorate of Education (Ed.D.) in higher education administration at the University of Florida. Through my journalism degree, I gained experience with writing, editing, graphic design, web design, photography, and social media. I completed communications internships with two nonprofit organizations, which included web writing, blogging, magazine writing, news writing, interviewing, editing, photography, and layout and design. I also was the co-editor in chief of my college's newspaper, which involved managing a student staff of 30 to produce a weekly print newspaper that reached nearly 2,000 readers. During that year, the newspaper was recognized as the best student newspaper in Indiana in our institutional size category. While working in higher education career services, I managed a previous institution's social media presence for one year, including planning a content calendar, overseeing design, and collaborating with other staff to ensure a consistent voice and production schedule. This also included email communication to promote events and career fairs and special messaging. In my roles at the University of Florida, I have contributed significantly to marketing through social media posts, blogging, and email communication.

What leadership roles have you held within SoACE and other similar organizations?

I have been actively involved with SoACE, having served on the Membership Committee for over one

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year (July 2023-present) and the Marketing and Communications Committee for five months (June 2024-present), and I am a 2024-2025 SoACE LEAD participant. I am also a member of the SoACE LEAD 2024 cohort. I also have previous professional association experience representing a former institution as a volunteer with the College Career Center Consortium of Indiana, which included planning several statewide career events each year for over two years. I have been actively involved with other professional organizations throughout my tenure in career services, including Career Development Professionals of Indiana, NACE, and the Indiana Student Affairs Association. I have presented several times at associations' conferences on topics like developing and managing a student internship program within a career center and at in-house professional events like the University of Florida's annual Undergraduate Advising Conference, presenting on UF's new Career Pathways model when it launched.