



ADRIANNA DOMINGOS-LUPHER

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www.msbnewmedia.com

Profile

Innovative, creative, business savvy, and hyper-caffeinated **marketing and communications professional** with over 10 years of social media experience across established and emerging platforms. Dynamic and polished **public speaker, facilitator, and leader** highly sought out for her subject matter expertise, passion, and charisma.

Skills

Strategic planning and communications, social media/influencer marketing, branding/re-branding, WordPress, Facebook, Facebook Ads, Twitter, Instagram, Pinterest, Snapchat, light graphic design (Canva/PicMonkey/GIMP), email marketing, public speaking, facilitation/training

Experience

Founder, MSB New Media – 2012–Present

Successfully launched a full-service digital media marketing and publishing agency with a client list of 29+ nationally and globally recognized brands interested in targeting the military community via social influencers. Recruited a pool of 700+ social influencers poised to activate for marketing campaigns on a moment's notice. MSB New Media's year-over-year average annual growth rate is 67% with an estimated gross profit of \$200K in 2016.

Marketing Manager, The Mesquite Group – 2010-2013

Created and implemented a strategic marketing plan to competitively position a rapidly growing financial counseling non-profit organization both online and in 49 states and 1 U.S. territory. Designed print and digital marketing materials for lead generation and existing clients. Revamped internal and external communications in alignment with brand identity and voice.

Financial Counselor, The Mesquite Group – 2009-2010

Provided federally mandated financial counseling and education for 100+ individuals/families seeking to file for personal bankruptcy. Trained, monitored, and supervised a team of 18 financial counselors to ensure compliance with the United States Trustee Program governing financial counseling for bankruptcy.

Adjunct Professor, Northwest Florida State College – 2007-2011

Created and implemented course materials to meet the needs of diverse student population on topics including, but not limited to study and test taking skills, learning style assessments, researching and writing processes, career, personal finance, and well-being. Coordinated flexible course schedule to meet the unique work challenges facing active duty Air Force members and spouses of active duty personnel enrolled in course.

Community Readiness Technician, Airman & Family Readiness – 2005-2007

Interviewed and assessed clients' life cycle needs for a community of 4,283 active duty Air Force personnel and their families. Created and enhanced over 15 seminars and articles in personal finance, individual and family readiness, and volunteer resources. Presented service outreach model, Team Approach to Unit Readiness, at the 2005 US Air Force Worldwide Readiness Conference.

Education

University of North Carolina at Chapel Hill - B.A. U.S. History & Women's Studies, 2003

University of North Carolina at Chapel Hill - M.A. Teaching, Grades 6-12, 2004

Awards

White House Champion of Change, *2014*
Hometown Heroes: 50 Phenomenal Women of the Year Who Are Making a Difference, *2014*
Military Magazine's Military Spouse of the Year, MacDill AFB, *2015*
AFCPE Grant Recipient, National Military Family Association, *2009*
Joseph E. Pogue Scholar, *1999-2003*

Public Speaking

American Military Partner Association's Annual National Gala, *Co-host*
AMPLIFY Career Intensive presented by In Gear Career for Military Spouses, *Co-Lead*
Achievement Sessions presented by PNC Bank, *Educator/Talent*
Military Spouse Town Hall presented by Military Spouse Magazine and Armed Force Insurance, *Panelist*
Military Spouse Wellness Summit, *Interviewee*
EMBARK Conference, *Keynote*
Spouse Experience presented by Military.com, *Presenter*
Homefront Rising, *Panelist*
Type A Parent Conference, *Tribe Leader, Co-Presenter, Panelist*

Volunteer Work

Board of Directors, American Military Partner Association, *Present*
Vice President, Board of Directors, Montgomery Ballet, *Present*
Board of Directors, In Gear Career for Military Spouses, *2014-2015*