

## Adam Lehrman Bio

If you're looking to leverage the online space to bring you and your company real results, that's what I do.

With a graphic design background and a passion for food and tech, I've channeled these traits into a number of businesses that bring value to consumers and business owners.

Starting with Tucson Foodie in 2009 as a lone Twitter account, we've grown into a full-fledged food news website with over 30,000 visits a month and a robust social media following. Tucson Foodie has been nominated as Best Blog in 2014 by Tucson Weekly readers, has contributed to Eater.com and Edible Baja Arizona, sat in as fill-in host and co-host for On The Menu... Live with Matt Russell, judges countless events, and has been featured by the Arizona Jewish Post.

In 2013, I launched Soapbox Social Media, a social media management agency. We've been extremely successful in helping all kinds of businesses find success in the ever-changing vast expanse of social media. We use a combination of social media strategy, high quality photography, witty wordsmithing, outreach engagement, design, and deep understanding of Facebook's ad platform to break through the noise of a crowded space.

As for outside of work, I'm eternally fascinated by mass market behavior. I love fashion, film, architecture, and am physically active between running, yoga, weight lifting, racquetball, hiking, and cycling. I've lived in San Francisco, New York City, Los Angeles, and Colorado, but I grew up and currently reside in Tucson.