

# Adam Eisenstat

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[AdamEisenstat.com](http://AdamEisenstat.com) (**Portfolio**)

## Summary

- Extensive Experience: Copywriter, Creative Writer, Journalist, Publicist, Editorial Director.
- Creative and versatile *wordsmith*; Exceptional *storyteller* and *content developer*. Persuasive *communicator*.
- Ability to gain expertise on new subjects quickly and write about them effectively; Expert interviewer.
- Strategic thinker; Ability to integrate organizations' communications and align with long-term goals/daily activities.
- Golden Quill Award Winner (2014), History/Culture Feature (*Pittsburgh Quarterly* magazine) [[link to article](#)].

## Professional Experience

### Writer / Marketing Communications Consultant

2010 – Present

Various Roles: Long-term consultant, contributor, etc.

- Fulton Area Business Alliance (community development group). Expanded organization's voice through *Web content*, *PR*, and *Social media*. (Wrote: Profiles of local businesses, Releases, Tweets, Facebook copy, etc.)
- Art writing/promotional consulting for artists worldwide (*artist statements*, *grants*, etc.); Misc. writing/consulting engagements: Xanadu Art Gallery; Articles on art marketing (various outlets); Art reviews (ARTograma).
- Fidelity Flight Simulation (mfg. co.). Wrote Web copy/collateral for new product (Ballast Control Simulator—for training oil rig workers); supporting company's rebranding and expansion into new line of business.
- Provide Support (software co.). Wrote case studies that measurably improved firm's search ranking and profile.
- Identity Theft 911 (security consulting/research co.). Wrote articles and PR on identity theft/computer security.
- eMarketer (research firm). Wrote country-focused *research reports* on digital media/Internet market trends.
- Apo-Med (health economics co.). Developed Web content for startup (About Us, Services, Case Studies, etc.).
- Misc. Publications (online/print) inc. *Vox*, *Pittsburgh Business Times*, *Time Out New York*, *Spin*, Independent Film Channel, MSNBC.com, etc.: Wrote *features*, *essays*, and *reviews*.
- *Pittsburgh Quarterly* (magazine); *The Bulletin* (community paper). Wrote articles about local history/culture.

### Senior Copywriter

2003 – 2010

Outpost Creative (advertising agency) – New York, NY

- Wrote copy for multiple national and regional accounts, including: Bally's Gaming, etc.
- Worked on diverse assignments, in all media: *Web*, *print*, *direct mail*, *billboards/signage*, etc.

### Director of Communications [Roles: Editorial Director / Chief Publicist]

2000 – 2003

School of Visual Arts (major private art college) – New York, NY

- Conceived, wrote, and promoted: *Annual report*, *Online newsletter*, Content for new *intranet*.
- Used new outlets to advance institution's brand; and extend internal media's reach to prev. underserved audiences.
- Implemented proactive PR; Explored organization in depth and engaged multiple departments for stories to pitch.
- Fostered marketing mind-set in students & staff through presentations/education and articles in school publications.
- Served on committees and advised upper management on communications issues; Conducted *media training*.

### Director of Communications [Roles: Editorial Director / Chief Publicist]

1997 – 2000

Corporate University Xchange (conference, consulting, & research co.) – New York, NY

- Produced best-in-class B2B media (including: newsletter, books, and research reports).
- Produced 3 *Fortune* advertorial sections – as *project manager* / *chief writer* (copy-intensive, multiple contributors).
- Used content and heavy PR strategy to generate press, increase firm's visibility, and gain Fortune 500 clients.
- Engineered integrated communications strategy to propel firm into hyper-growth.
- Helped make co. a preeminent brand & prime acquisition (that was ultimately sold to a dot-com at tech boom apex).

## Education

B.A., English (Cum Laude), University of Pittsburgh.