

## Adam Eisenstat

ajeisenstat@gmail.com • 917.282.8949

[Linkedin.com/in/Adameisenstat](https://www.linkedin.com/in/Adameisenstat)

[AdamEisenstat.com](http://AdamEisenstat.com) (portfolio)

---

## Summary

- Extensive experience: Creative Content Developer (25+ years), Editorial Director (6 years), Copywriter (7 years), Journalist (25+ years), and Publicist (6 years).
- Broad and deep experience writing in a variety of formats, including: [Copywriting](#), [MarCom](#), [Newsletters](#), [Articles](#), [Essays](#), [Art Writing](#), and [PR](#).
- Creative and versatile *wordsmith*; Exceptional *storyteller* and persuasive *communicator*.
- Strategic thinker with solid track record initiating and revitalizing publications; and the ability to translate business strategy into vital communications—writing that gets results.
- Expert interviewer and researcher; able to understand new subjects quickly and write about them effectively.
- Impeccable work ethic, deadline-driven; commitment to clarity, precision, and reliability.

## Career Achievements (Selected)

### Editorial Direction / Content Development

- Produced best-in-class B2B media (including: newsletter, books, and research reports). Also produced three *Fortune* advertorial sections – as project manager / chief writer. [Corporate University Xchange (consulting startup)]
- Engineered integrated communications strategy (via content and PR) to increase firm's visibility and gain Fortune 500 clients, which propelled it into hyper-growth; Helped make company a preeminent brand and prime acquisition (at the height of the tech boom) [CUX]
- Conceived, wrote, and promoted annual report and online newsletter. Used new outlets to advance institution's brand; and extend communications to previously underserved audiences. [School of Visual Arts (major private art college)]
- Amplified community development group's voice by expanding, upgrading, and integrating communications (Web content, social media, newsletter, and PR). [Fulton Area Business Alliance (community development group)]

### Copywriting / Marketing Communications

- Wrote case studies for marketing campaign that measurably improved firm's search ranking and profile. [Provide Support (live chat software company)]
- Wrote copy for multiple national and regional accounts, including: Bally's Gaming, Boot Hill Casino & Resort, etc.; Worked on diverse assignments in all media, including: *Web*, *print*, *direct mail*, and *billboards/signage*. [Outpost Creative (advertising agency)]
- Developed [art writing](#) specialty (artist statements, grants, etc.), working for artists worldwide; and as an independent contractor through established art-focused business. [ArtsyShark]

## Copywriting / Marketing Communications [continued]

- Wrote Web copy/collateral for breakthrough product (Ballast Control Simulator—for training oil rig workers); supporting company's rebranding and expansion into new line of business. [Fidelity Flight Simulation (mfg. company)]
- Wrote new proposals for key business initiatives; incorporating interviews with key shareholders and research from full range of firm's resources; Contributed foundational content and helped advance key strategic goal of conveying the firm's achievements in newly expanding market. [DLA Piper (global business law firm)]

## Journalism

- Golden Quill Award Winner, History/Culture Feature. [*Pittsburgh Quarterly* magazine; [Article](#)]
- Wrote features, essays, and reviews for numerous publications, including: *Vox*, *Pittsburgh Business Times*, *Time Out New York*, *Spin*, Independent Film Channel, MSNBC.com, etc.
- Produced everyman story/exploration of father's legacy. [Commissioned biography]

## Media Relations

- Established PR operation/ role as company spokesman; Generated voluminous coverage immediately. [CUX]
- Managed staff of three (plus freelancers); Initiated complete upgrade of PR function (technology, procedures, etc.). [SVA]
- Served on committees and advised upper management on communications issues; Conducted *media training*. [SVA]

## Work History

<b>ArtsyShark</b> (art marketing firm); Remote work <i>Writer</i>	2015 – Pres.
<b>Various Clients</b> ; Pittsburgh / New York <i>Writer / Marketing Communications Consultant</i>	2010 – Pres.
<b>DLA Piper</b> (global business law firm); Remote work <i>Pitch Content Writer</i>	2018
<b>Fulton Area Business Alliance</b> (community development group); New York <i>Writer / Marketing Communications Consultant</i>	2011
<b>Outpost Creative</b> (advertising agency); New York, NY <i>Senior Copywriter</i>	2003 – 2010
<b>School of Visual Arts</b> (major private art college); New York, NY <i>Director of Communications</i>	2000 – 2003
<b>Corporate University Xchange</b> (conference/consulting startup); New York, NY <i>Director of Communications</i>	1997 – 2000

## Education

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