

Adam Eisenstat

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Writer | Editorial Director | Communications Consultant

Summary

- Extensive experience: Editorial Director, Copywriter, Creative Writer, Publicist, Journalist.
- Creative and versatile wordsmith, Exceptional storyteller and content developer, Expert interviewer.
- Strategic thinker; Ability to integrate organizations' communications & 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 (business improvement district). Amplified organization's voice by expanding, upgrading, and integrating communications (Web content, social media, publications, and PR).
- Fidelity Flight Simulation (mfg. co.). Wrote web copy and 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.
- 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.).
- *Pittsburgh Quarterly* (magazine); *The Bulletin* (community paper). Wrote articles about local history/culture.
- Art writing/promotional consulting for artists worldwide (artist statements, grants, etc.); Misc. writing/consulting engagements: Xanadu art gallery; Articles on art marketing (var. outlets); Art reviews (ARTograma).

Senior Copywriter

2003 – 2010

Outpost Creative (advertising agency) – New York, NY

- Wrote copy for multiple national and regional accounts, including: Bally's Gaming, American Association of Gaming Manufacturers, Boot Hill Casino & Resort, and many more.
- 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

- Advanced institution's brand through multiple channels; Expanded communications to underserved audiences.
- Conceived, developed/maintained, & promoted: Annual report, Online newsletter (weekly), Content for new intranet.
- 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.

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

1997 – 2000

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

- Produced B2B content and generated press that was instrumental in making start-up a preeminent brand.
- Helped to propel company into hyper-growth, gain Fortune 500 clients, & become prime acquisition (sold to dot-com).
- Edited newsletter, Wrote articles on corporate training for each issue; Made it essential publication for its niche.
- Produced 3 *Fortune* advertorial sections (as *project manager/chief writer*). Copy-intensive, multiple contributors.
- Established PR operation/role as company spokesman; Generated voluminous coverage immediately.

Journalist [Roles: Features writer / Columnist / Critic / Biographer]
Arts / entertainment publications & research projects – Pittsburgh / New York

1985 – 1997

- Multiple assignments. *Spin*, *Time Out New York*, *DJ Times*, Independent Film Channel, MSNBC.com, etc.
- *Metro* (Arts/entertainment monthly). Wrote essays, articles, & profiles that helped elevate magazine's positioning.
- *In Pittsburgh* (Alternative weekly). Expanded & revitalized paper's arts coverage with distinctive contributions.
- *The Pitt News* (School paper). Established provocative campus voice through frequent, wide-ranging articles.
- *The Story of David* (Commissioned biography). Produced everyman story/exploration of patriarchal legacy.

Education

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