

Adam Eisenstat

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AdamEisenstat.com (**Portfolio**)

Writer | Communications Consultant

Summary

- Extensive/diverse experience as: *Creative Writer, Copywriter, Publicist, Journalist, and Editorial Director.*
- Creative and versatile *wordsmith*; Exceptional *storyteller* and *content developer*; *Persuasive Communicator.*
- Ability to gain expertise on new subjects quickly & write about them effectively/engagingly; *Expert interviewer.*
- Golden Quill Award Winner (2014), History/Culture Feature (*Pittsburgh Quarterly* magazine) [[link to article](#)]

Professional Experience

Writer / Communications Consultant 2010 – Present

- Developed art promotion specialty as writer/consultant for artists internationally.
- Various Outlets. Wrote articles on art marketing; ARTograma.com. Wrote artist reviews.
- Xanadu (Art gallery). Created and upgraded marketing pieces for artists (artist statements, etc.).

Writer / Communications Consultant 2010 – Present

Various Roles: Long-term consultant, contributor, etc. – Pittsburgh / New York

- Fulton Area Business Alliance (business improvement district). Amplified organization's voice by expanding, upgrading, and integrating communications (Web content, social media, publications, and PR).
- Provide Support (Software co.). Wrote case studies that measurably improved firm's search ranking and profile.
- 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*.
- Wrote features for school magazine (*Visual Arts Journal*).

Director of Communications [Roles: Chief Publicist / Editorial Director] 1997 – 2000

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

- Established PR operation/role as company spokesman; Generated press that propelled company into hyper-growth.
- Produced B2B content (print newsletter, collateral, etc.) that was instrumental in making start-up a preeminent brand.
- Delivered presentations on training, technology, and other business topics at international conferences.

Education

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