

Adam Eisenstat

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Writer | Communications Consultant

Summary

- Creative & versatile wordsmith; Exceptional Storyteller & Content Developer; Persuasive Communicator.
- Experienced Copywriter, Publicist, Journalist, & Editorial Director.
- Ability to gain expertise on new subjects quickly & write about them effectively; Expert Interviewer.
- Golden Quill Award Winner (2014), History/Culture Feature (*Pittsburgh Quarterly* magazine) [[link to article](#)]

Professional Experience

Writer / Communications Consultant 2004 – Present

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

Writer / Communications Consultant 2006 – Present

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

- Fulton Area Business Alliance (Community group / Bus. Improvement District). Amplified organization's voice through Web content, PR, & Social media (Wrote: profiles of local businesses, press releases, Facebook/Twitter posts, etc.)
- *Pittsburgh Quarterly* (magazine); *The Bulletin* (community paper). Wrote articles about local history/culture.
- Provide Support (Software co.). Wrote case studies that measurably improved firm's search ranking & profile.
- eMarketer (Research firm). Wrote extensive, country-focused reports on digital media/Internet marketing.

Editorial Director [Roles: Head of Publications / Chief Copywriter] 2005 – 2006

Trump University (Business education start-up) – New York, NY

- Conceived/Edited company's primary publication (newsletter); & interactive forum (blog).
- Wrote motivational articles for weekly newsletter.
- Established voice of company through newsletter, online forums, copywriting, & editorial oversight.
- Integrated all content outlets and developed them into effective marketing & branding vehicles.

Director of Communications [Roles: Chief Publicist / Editorial Director] 2000 – 2003

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

- Conceived, Wrote, & Promoted: Annual report, Electronic newsletter (weekly), Content for new intranet.
- Advanced institution's brand through multiple channels; Expanded communications to underserved audiences.
- Implemented proactive PR; Explored organization in depth & engaged multiple departments for stories to pitch.
- Wrote features for school magazine (*Visual Arts Journal*).
- Served on committees & advised upper management on communications issues; Conducted media training.
- Fostered marketing mind-set in students & staff through presentations/education and articles in school publications.

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; obtained voluminous coverage immediately.
- Generated press & produced B2B content 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).
- Established content as key line of business by upgrading/managing/promoting: book, newsletter, and more.
- Delivered presentations on training, technology, & other business topics at international conferences.

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