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## PR EXPERIENCE: OVERVIEW

### From Resume

**Selected Freelance** (Clients in business, media, art, nonprofit) – Writer/Marketing Communications Consultant

- **Fulton Area Business Alliance** (Community group): Amplified organization's voice by expanding and integrating communications, including Web content, social media, & PR.
- **Identity Theft 911** (Security consulting/research co.). Wrote articles & PR on identity theft/computer security.
- **Provide Support** (Software co.). Wrote case studies & press releases that measurably affected firm's profile and positioning.

**School of Visual Arts** (Major private art college; NYC) – Director of Communications

- Implemented proactive PR; Explored organization in depth/engaged multiple departments for stories to pitch.
- Managed staff of 3 (+ freelancers); Initiated complete upgrade of PR function (technology, procedures, etc.)
- Served on committees & advised upper management on communications issues; Conducted media training.
- Fostered PR mind-set in students, faculty, and staff through presentations, teaching, & articles in school publications.

**Corporate University Xchange** (Conference, consulting, & research co.; NYC) – Director of Communications

- Generated press & produced content that was instrumental in making start-up a preeminent brand.
- Established PR operation/role as company spokesman; Generated voluminous coverage immediately.
- Helped to propel company into hyper-growth and transform it into prime acquisition (sold to dot-com).
- Delivered presentations on training, technology, & other business topics at international conferences.

### Links to PR Samples in Portfolio

[Corporate Blog](#): Samples of The Trump Blog & the extensive press it generated (Trump University)  
[Social Media Campaign](#): Launch of new public space; Inc. Twitter/Facebook/Web copy (FAB Alliance)  
[PR Campaign](#): Live event (presentation); Inc.: Release, Pitch letter, Poster, & Blog post (Personal)  
[PR Campaign](#): High-end shaving products; Inc. Pitch letter & Press release (Gessato)  
[Key Magazine Placement](#): *Selling Power* (Corporate University Xchange)  
[Press Release](#): "Ohio Epitomizes Rampant Identity Theft in America" (Identity Theft 911)  
[Press Release](#): Launch of innovative digital advertising company (Caps and Crowns)  
[Successful Pitch Letter](#): Leasing Technology at School of Visual Arts  
[Case Study – Crisis Communication](#): Student art creates public safety issue (School of Visual Arts)

### Placements (selected)

#### TRUMP UNIVERSITY

At Trump University I had no direct PR responsibilities (the company used an outside agency). However, I did initiate, manage, and contribute posts to [The Trump Blog](#). After being launched, it received a tsunami of coverage throughout the media. Following are a few placement highlights:

- New York Times
- New York Post
- New York Daily News
- Information Week

**Placements (selected) [Cont.]**

**SCHOOL OF VISUAL ARTS (SVA)**

**Higher Education**

Matrix	“Changing Student Demographics at Specialized Colleges”
Chronicle of Higher Education	“Teacher Leads Students in Meditation Before Each Class”
Chronicle of Higher Education	“Digital Photography in Academia”
University Business	“Director of Institutional Research Promoted to Provost”
Currents	“A United Front: Institutional Research & Communications” [Co-wrote article w/ colleague]

**Photography/Design/Fine Arts**

Printing News	“Masters Series Award: Paula Scher
Photo District News	“Student Photography Portfolio at SVA”
Antiques & the Arts Weekly	“Art Remembers” (Humanities Conference)

**New York Metropolitan Dailies**

New York Times	“Gallery: Students Interpret Sept. 11 in Artwork”
New York Times	“To Dream of a World Ablaze” [Student Photo Used with Op-Ed]
New Jersey Star-Ledger	“Sopranos’ Character to Be Honored by Alma Mater”

**Real Estate/PR Trade/Misc.**

PR Week	“Where I Work” [written by me; w/ photo]
GlobeSt.com	“SVA Leases High-Tech 55,000-SF Midtown Building”
Philanthropy News Network	“SVA-NET: The Virtual Campus”

**CORPORATE UNIVERSITY XCHANGE (CUX)**

**Business/Finance/Management**

Business Week	“School is Never Out”
Financial Times	“Savvy E-Learners Drive Revolution in Education”
Fortune	“Sorry, No Keg Parties Here This University is on the Desktop”
Advertising Age	“Agencies Teach Skill Building”
Wall Street Journal	“Top Teachers”
Crain’s New York Business	“Corporate Universities Discover the Profit Margin”
CNBC’s Power Lunch	Cable TV Interview

**Dailies/General Press**

Associated Press	“More Corporations Have ‘Universities’”
Reuters	“Corporate Universities Multiplying Rapidly”
U.S.A. Today	“Upstart College Makes the Grade and a Profit”
The Dallas Morning News	“Training Enjoys Renewed Appeal for Job Seekers”
San Francisco Chronicle	“Companies Identify Niche, Create Their Own Classes”

**Workplace/HR**

Human Resource Executive	“Teaching the Future”
Employment Review	“Learn to Work, Work to Learn”
HR Today	“Learning on the Job”
HR Magazine	“Corporate Universities Gain in Stature”
Workforce	“Corporate Universities—More and Better”

## Placements (selected) [Cont.]

### CORPORATE UNIVERSITY XCHANGE (CUX) [Cont.]

#### Corporate Training

Training	“The For-Profit Future of Higher Education”
Training & Development	“Extending the Short Shelf Life of Knowledge” (Book Excerpt)
Banking & Financial Training	“How the Corporate University Model Works” (Book Excerpt)

#### Higher Education

University Business	“What the Market Wants: Shelf Life and Customization”
Education Industry Report	“Preparing the Nation’s Workforce: The Soft Skills Opportunity”
Chronicle of Higher Education	“New Book Calls Business Schools Out-of Touch Cash Cows for
Community College Week	“The Sea Change in Worker Training”

#### Business/Educational Technology

Computerworld	“Corporate Training Programs Go to College”
It Recruiter	“Corporate U: Making the Grade in the IT World”
Inside Technology Training	“Boom Expected in Company-College Collaboration”

## Articles in Which I’m Quoted (selected)

### CORPORATE UNIVERSITY XCHANGE (CUX)

<http://www.bankrate.com/brm/news/advice/20000119c.asp>

<http://businessfinancemag.com/article/pursuit-lifelong-learning-0201?page=0%2C1>

[http://findarticles.com/p/articles/mi\\_m3495/is\\_2\\_45/ai\\_60139711/pg\\_2/?tag=mantle\\_skin;content](http://findarticles.com/p/articles/mi_m3495/is_2_45/ai_60139711/pg_2/?tag=mantle_skin;content)

[http://www.enquirer.com/editions/1998/07/24/bus\\_kendle.html](http://www.enquirer.com/editions/1998/07/24/bus_kendle.html)

<http://www.shrm.org/Publications/hrmagazine/EditorialContent/0200/Pages/0200gerbman.aspx>

[http://www.prism-magazine.org/oct99/html/cover\\_story.htm](http://www.prism-magazine.org/oct99/html/cover_story.htm)

<http://www.dailybruin.com/index.php/article/1998/01/who-is-leading-educational-cha>

### SCHOOL OF VISUAL ARTS (SVA)

<http://www.artscope.net/NEWS/new0942001-1.shtml>

<http://www.nytimes.com/2002/12/17/nyregion/art-student-s-project-on-fear-becomes-a-lesson-in-the-law.html>