

Adam Eisenstat

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Portfolio: AdamEisenstat.com

LINKS TO WRITING SAMPLES

Copywriting

[Billboard](#): “Lady Luck Has Her Eye on You” (Outpost Creative) [[Live link](#)]

[Print Ad](#): “Global Gaming and the Right Nervous System” (Outpost Creative) [[Live link](#)]

[Web Copy](#): Ballast Control Simulator; Job training, offshore oil rigs (Fidelity Flight Simulation) [[Live Link](#)]

[Web Copy \(About Us page\)](#): Office furniture/interior design firm (Franklin Interiors) [[Live Link](#)]

[About Us...Services...Case Studies](#): Web Copy for health economics company (Apo-Med) [[Live link](#)]

Marketing Communications

[Case Study](#): Live Chat software (Provide Support) [[Live link](#)]

[Newsletter \(online\)](#): *Visual Arts Briefs*; Weekly digest of activities & achievements (School of Visual Arts)

[Newsletter \(online\)](#): Articles on business and motivational topics (*Inside Trump Tower*)

[Profile](#): Brooklyn Plaza Medical Center (Fulton Area Business Alliance) [[Live link](#)]

[Branding Strategy](#): St. Belmondo Jeans (Conductive)

[Meta-Media.net](#): Articles on Marketing communications, Art promotion, Social media (My blog)

Media Relations (PR)

[Social Media Campaign](#): Launch of new public space; Twitter, Facebook, and Web copy (FAB Alliance)

[PR Campaign \(event\)](#): Release, pitch letter, poster, blog post, etc. (Lawrenceville Historical Society)

[Key Magazine Placement](#): *Selling Power*; Featured as co. spokesman (Corporate University Xchange)

[Press Release](#): “Ohio Epitomizes Rampant Identity Theft in America” (Identity Theft 911)

Journalism

[Article](#): “The East Busway’s Singular Lens on Pittsburgh” [[Golden Quill Award Winner](#)] (*Pittsburgh Qtly.*)

[Article](#): Times Square sign repair (*Sign Business* magazine)

[Article](#): PDAs as complement to classroom learning and learning mgmt. system (*Visual Arts Journal*)

[Photo Essay](#): “Stairway to Pittsburgh: Lawrenceville & Bloomfield Steps” (*The Bulletin*)

Art Writing

[Art Promotion](#): Compendium of artist statements, bios, and grant essays (Various clients)

[Article](#): “Self-promotion for Artists: More than a Necessary Evil” (*Meta-Media.net*) [[Live link](#)]

[Article](#): “Empire of Hype: A History of Artists and the Media” (*Visual Arts Journal*)

[Art Reviews](#): Three contemporary painters (ARTograma) [[Live link](#)]

Miscellaneous

[Learning from the CEO \(book\)](#): Managing Editor (Corporate University Xchange)

BigSkyBrooklyn.com: Essays, photos, and more (My blog)