

# Adam Steinberg

Communicator • Educator • Collaborator

## SUMMARY

A highly versatile and creative communicator with a drive towards clear and effective messaging honed on professional, marketing, creative, educational, and technical texts for diverse audiences in many media. Presentation, planning, training, and interpersonal skills developed as project manager and as dedicated international educator. Seeking a role collaborating with others to explore, explain, and inspire solutions to the social and environmental problems of our time.

**COMMUNICATION & MEDIA** *More than eleven years in communications: editing, writing, and coordinating projects for print and digital media.*

**Editor, Tech Editor, Writer and Marketing Professional** (See writing/editing portfolio at [www.adamedit.com](http://www.adamedit.com).)

- Generate campaign concepts, storylines, slogans, and social media and other assets based on needs of high-tech industrial B2B clients as English-language copywriter. Pitch ideas; optimize language; collaborate with agency product managers, artists, more.
- Develop new outreach materials; collaborate on operations as communications lead (PT) for Charity Elections, a philanthropy education program of Giving What We Can. Design and write digital and print resources, admin docs, grants, newsletter, curricula.
- Edited and wrote educational materials including online courses and textbooks for HarperCollins, Holt, Kaplan College and K12, National Geographic, Scholastic, and others, adhering to Chicago, AP, MLA, and in-house style guides.
- Edited and completed substantial rewriting of technical and semi-technical articles written by software developers for proprietary online best-practices magazine, *Microsoft Interface*. Ensured readability while maintaining voice. Managed editorial guidelines.
- Supervised team of creative and technical personnel (chiefly volunteers) as volunteer editor-in-chief of *EarthDay Chicago Resources* magazine for three years. Annual guide of 32–64 pages reached 300,000 readers as Chicago Tribune insert.
- Edited online daily news blurbs for Theatre.com, marketing copy for Toho Co., competitive analysis for Midisoft, and much more.

**Multimedia Producer and Writer**

- Coordinated all aspects of concept, interface and educational design, content development, writing, and production of award-winning children's educational software for Edmark. Authored proposals, educational specs, design documents, box copy, press materials, training manuals, and character scripts. *Astro Algebra* rated "Top 100 Products," *FamilyPC Magazine*, 1998.
- Developed educational content and directed user testing as associate producer for ScottForesman and Encyclopædia Britannica.

**Film and Video Producer, Editor, Other Media Roles**

- Fulfilled span of audiovisual communications roles in film/video production and postproduction (mostly freelance).

**TEACHING & ADVISING** *More than fifteen years as dynamic and compassionate teacher, chiefly of secondary English Language and Literature.*

**Franconian International School**

ERLANGEN, GERMANY | 2015–2021

**UWC Atlantic College**

LLANTWIT MAJOR, WALES | 2012–2015

**Berlin-Brandenburg International School**

KLEINMACHNOW, GERMANY | 2006–2012

- Develop and present English Language and Literature (and other curricula) to cohorts representing over 100 nationalities.
- Consult with secondary students on writing strategies, report structure, and time management as Extended Essay and Personal Project advisor. Coached students in public speaking for TEDx. Serve variously as conference presenter, Career Day mediator, and trip leader. Writer, designer, editor and chief photographer of groundbreaking school yearbook.
- Trusted with intensive pastoral and mentoring role as assistant houseparent and house tutor at prestigious sixth-form boarding school focused on experiential education and service learning.

**Teaching Artist; Project Coordinator**

NEW YORK, NY (3 YEARS)

- Licensed supply teacher (drama) for NYC DOE. Collaborated on teaching-artist teams. Guided, gathered, and organized student-developed material and synthesized it into a theatrical script as mentor playwright-in-residence for inner-city drama students.

## CONTACT

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# Adam Steinberg

## COMMUNICATION as SERVICE (volunteering)

- Develop marketing and informational materials as active Comms Team member at nonprofit High Impact Professionals.
- Review loan listings as online editor for international microlending hub Kiva.org (3 years; appx. \$850,000 in loans).
- Initiate and coach student sustainability clubs around education, activism, and fundraising. Currently designing, developing and writing website and blog for *Greenspyre.org*, an online community for environmental clubs.
- Guided direction of non-profit EarthDay Chicago as member of Executive Committee. Managed extensive annual sustainability magazine as volunteer editor-in-chief (3 years).
- Produced, wrote, and edited *Flowers*, a short documentary for Little Brothers/Friends of the Elderly, along with other productions for various nonprofit entities.

## ACADEMIC BACKGROUND

### Graduate Teaching Certification Training - Secondary Education

COLLEGE OF NEW JERSEY

Awarded "With Advanced Standing." Teaching certification through the New Jersey DOE, 2010.

### MFA: Writing for the Musical Theatre

NEW YORK UNIVERSITY - TISCH SCHOOL OF THE ARTS

Completed celebrated program taught chiefly through a workshop model involving extensive artistic collaboration.

### BA: Media Communications (Radio/TV/Film)

INDIANA UNIVERSITY BLOOMINGTON

Awarded *Magna Cum Laude* (3.88). *Phi Beta Kappa*; *Mortar Board*. Minor in Film Studies.

## Ongoing Professional Development

- Completed (fall/winter 2021) courses in Effective Altruism (CEA) and grant writing (Harvard Community Education).
- Pursued dozens of workshops and trainings throughout career, especially in teaching and including ESL Certificate program.
- Accomplished continuing education in business plan writing, software product management, non-linear editing (Avid), media literacy education, user-centered UI design principles, and Photoshop.

## SKILLS & COMPETENCIES

Attention to detail



Teamwork and collaboration



Communicating w/ diverse audiences



Creative problem-solving



Project management



Leadership



Adapting to new processes and environments



## INTERESTS

- Media literacy
- Environmental protection
- Social justice
- Effective altruism
- Product, information, and interface design
- Songwriting and recording ([www.lyricist.net](http://www.lyricist.net))
- Role-playing games & immersive entertainment

## DETAILS



- Nationality: USA. Certified to work in US and Germany.
- Married to German national; two children.
- Permanent work/residency permit in Germany.
- German language: appx. A2 level (ERF).
- Open to remote and hybrid work.
- References available upon request.