

# Adam Steinberg

Communicator • Storyteller • Educator • Collaborator

## SUMMARY

A highly versatile and creative communicator and storyteller with a drive towards clear and effective messaging honed on marketing, professional, creative, educational, and technical texts for diverse audiences in many media. Presentation, planning, training, problem-solving and interpersonal skills developed as project coordinator, producer, and 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 ten 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 longer-form assets based on needs of high-tech industrial B2B clients as “native” copywriter. Pitch ideas to corporate clients; optimize language; collaborate on creative teams, 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 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.
- 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.
- 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), including two years as assistant editor at Cutaways commercial editing house (KEM, Moviola, Avid).

**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

- Developed and presented English Language and Literature (and other curricula) to cohorts representing over 100 nationalities.
- Consulted with secondary students on writing strategies, report structure, and time management as Extended Essay and Personal Project advisor. Academic and career advisor. Coached students in public speaking for TEDx. Yearbook supervisor.
- 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.
- Previous to in-school teaching, collaborated on teaching-artist teams for various organizations, was playwright-in-residence for an inner-city drama program, and served as a licensed supply teacher (drama) for NYC DOE.

## CONTACT

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# Adam Steinberg

## COMMUNICATION as SERVICE (volunteering)

- Develop marketing and informational materials as 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. Volunteer publication editor (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.
- Compiled and wrote grant proposal for The International Center for Global Communications Foundation (Mediachannel.org).

## 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 (late 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 independent continuing education in range of courses, including business plan writing, non-linear editing (Avid), software product management, Macromedia Director, media literacy education, user-centered UI design principles, Photoshop.

## KEY 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.