

Alan Fleisig

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<http://alanfleisig.wordpress.com/portfolio/>

summary

An accomplished writer, editor, and designer, with broad experience, especially in financial services and the arts.

experience

2010-Present

ProPoint Graphics *Presentation Consultant and Copywriter*

Conceptualize, write and edit videos, presentations and other web content and sales materials for diverse businesses.

Clients include Google, SAP, Thomson Reuters, RR Donnelly, Harvard Business Review, ADP, EADS ("Airbus"), Schrader International, Staples, CVS, The Mayo Clinic, Univita Carepoint, PG&E, enight energy (pty), Chamisa Energy, Enphase Energy, and numerous other companies both large and small.

2010-2012

MetLife *Art Director, Local Advertising Department (part-time)*

Conceptualize, write, edit and design advertising for MetLife retail agents and institutional business units nation-wide.

2002-2009 / 1997-1999

design matters inc! *Senior Writer-Editor / Senior Designer (full-time contractor)*

Clients include Nuveen Investments; CB Richard Ellis Realty Trust; Grubb & Ellis; Claymore Securities; Metropolitan National Bank; PFA Fund Administrators. **Write** annual reports, brochures, newsletters, shareholder reports, press releases, web content, strategic and business plans, advertising and miscellaneous long- and short-form marketing collateral, across all media, print and online.

Design corporate brochures, shareholder communications, advertising and marketing collateral, information graphics, charts, tables and other graphics, for print and electronic distribution. **Strategize**, position and launch financial products, especially bank services, ETFs and mutual funds. **Promote** design matters inc! by writing and/or editing self-promotions, presentations, pitches and proposals, and attending most client and prospect meetings.

2000-2001

Morgan Stanley Dean Witter *Global Art Director, Equity Research*

Implement global redesign and branding effort for Equity Research product (11,000 print and 20,000+ electronic publications in FY 2000).

Design and run beta tests for simultaneously producing print and electronic research reports. Upgrade design workflow for New York, London, Hong Kong and Tokyo offices. Create covers, graphics, environmental materials and other materials for special publications and conferences. Manage staff and interface at management level with editorial staff of 60+.

1999-2000

Troy Corporation *Director, Corporate Communications & Creative Services*

Conceptualize, write and produce advertising, marketing and tradeshow materials. Develop website architecture and graphics for over 200 products cross-referenced in over 25 categories. Manage staff and freelancers.

1993-1997

Cowen & Company *Marketing Communications Associate*

Develop overall graphic standards for investment banking advertising, marketing and sales efforts. Conceptualize, write, edit, design, illustrate and produce print advertising, annual reports, print presentations, and other collateral.

1982-Present

Alan E Fleisig Consulting *Freelance editorial and design services*

Clients including McGraw-Hill Book Company, Columbia University, *New York Magazine*, CBS News, many others.

education

2013-Present

Hunter College Graduate School *M.A. Program in English Literature, Language, and Theory*

1985-1987

Yale University *Ph.D. Program in American Studies*

1982

Queens College, City University of New York *B.A., with Distinction, American Studies*

Best Single Work of Fiction; Alumni Association Prize in the Essay (twice); Colden Prize for Creative Writing.

1976-1979

Columbia College, Columbia University in the City of New York

Completed core curriculum and electives in writing and literature. Winner, *Columbia Review* short story contest.

1972-1976

St. George's School, Newport, RI

skills & interests

- Writing and Editing
- Art Direction
- Graphic, Information, Presentation, Animation and Publication Design
- Photo Editing and Photo Illustration
- Professionally trained vocalist, violinist and guitarist with strong working knowledge of multiple musical genres