

## Stuart Ginsberg

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### **CUSTOMER SERVICE | ADJUNCT PROFESSOR | CAREER CONSULTANT**

Friendly and outgoing customer service oriented professional with excellent oral communication skills and highly skilled at presenting information to diverse audiences. Currently an adjunct professor and part time Career Coach who can bring educational strategies to tour groups with an ability to provide great customer experiences to all types of people and ages.

- Implemented tours for media reporters and business partners for various PR client companies.
- Devised virtual lectures and webinars for college students and career coaching clients.

### **Core Competencies/Skills**

Site Seeing Guide Licensee

Public Speaking

Service Oriented

Sharp Problem Solver

Strong Communication Skills

Curriculum Development

Tour Guide for Reporters

Courteous Demeanor

MS Office

### **Experience**

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Montclair State University – Montclair, NJ

**Co-Op Adjunct Professor (2013 to Present)**

- Deliver academic leadership in several assignments, focusing efforts on improving campus-wide internship program working in conjunction with Director of Career Services. Support the success of 40+ interns each year, advising and overseeing assignments and ensuring academic success.

A.J. O'Connor - Parsippany, NJ (remote part time)

**Career Coach (2019 to Present)**

- Devise individualized career transition plans for people undergoing recent job losses.
- Arrange one on one meetings to discuss career goals. Produce networking plans, elevator pitches, resume & cover letter improvements, mock interview sessions, and salary negotiation tips.

Canine Retreat by American Kennel Club – New York, NY

**Marketing Manager (2014 to 2018)**

Orchestrated all marketing management efforts to increase sales and promote products and services using traditional and digital campaigns. **Directed up-selling techniques, tours of facilities for potential partners, and promotional programs**, which helped to increase sales in each store location.

#### **Selected Contributions:**

- Achieved exceptional results, such as **\$20K+ in new business** through special events to drive traffic; coordinated online contests, blog posts, social media outreach, and email alerts.
- **Increased sales leads by 20%**, online inquiries by 25%, and helped book 115 appointments in just 3 weeks.
- **Strategized new 3rd party business partnerships**, including local animal hospitals, local businesses, and real estate developers; formed relationships with Yelp, TF Cornerstone, Starwood Hotels, and Landmark Movie Theaters.

McGrath Matter Public Relations – New York, NY

**Account Director**

**(2011 to 2013)**

Led corporate messaging for clients, encompassing media relations with coverage in Bloomberg TV, CNet, CNN, TechCrunch, and CNBC while establishing speaking opportunities at conferences. Streamlined press operations for product launches, communication strategy, advertising, acquisitions, and new service offerings.

Business Technology Partners – New York, NY **Marketing Communications Consultant** (2008 to 2011)

- Successfully booked CEO at 12 mainstream trade shows to **generate new opportunities**; forged corporate partnerships; promoted CEO in feature stories in NY Times, Bloomberg, and others.
- Drove lead generation after **expanding media coverage** to at least one in-depth article each month.
- Helped achieve **\$100K+ in growth** after partnering with sales team to design high-impact 7-point plan.

Click & Buy – New York, NY

**Director of Communications** (2005 to 2007)

Recruited to spearhead full accountability of communications and launch comprehensive business plan across North American market. Unified cross-functional business units and clients to enhance operations and drive sales success. Devised corporate strategy and partnered with C-level executive on key issues.

***Selected Contributions:***

- Elevated company profile and **increased brand visibility**, marketing services in B2B marketplace.
- Recognized for helping the sales department **pitch to high-profile clients**, including Discovery Networks, EA, and MTV using engaging content, writing case studies, and developing promotional material and email blasts.

*Additional experience as Media Relations, Rebranding & Special Events Consultant with SG Communications (2002-2006); and Director of Communications with the School of Visual Arts (1996-2001).*

**Education and Credentials**

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**Master of Arts, Media Studies** • American University – Washington, DC

**Bachelor of Arts, Communication** • New School University – New York, NY

**Service & Distinctions**

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American University, AU Mentor Program

Independent Film Financing Foundation, Panelist

Hoboken Historical Museum, Volunteer

City Tutors Program with City College of New York, Mentor