

# Jesse Steinbach

📍 Brooklyn, New York

✉️ steinbach.jesse@gmail.com

🏠 jessesteinbach.com

I'm a writer, editor, and content marketing leader who helps brands tell impactful stories online and in print. I have a passion for LGBTQ+ media, tech for good, and inclusive storytelling.

## Freelance

- The Advocate
- Blackbook
- GLAAD
- Interview
- Major Studio
- Newest York
- Salon
- Smithsonian Channel

## Education

New York University: Gallatin School of Individualized Study  
2011-2014, 3.93 GPA

- Concentration in creative writing, place, and identity
- Minor in Urban and Architecture Studies

Rhode Island School of Design  
Summer Intensive, 2009

- Major: Architecture
- Classes in Art History, Basic Design, Drawing

## Work

### Dell Technologies | Remote

Executive Editor, 2021-present

Dell is a world-leading technology company helping to transform people's lives through innovation.

- Lead daily editorial execution of Perspectives, Dell's home for deep-dive storytelling on emerging tech and its leaders, plus executive bylines and customer stories; 4x growth YoY with highest time on site across Dell
- Publish annual print magazine, Realize, featuring custom photography, design, and executive voices; interactive digital landing page saw 14x increase in traffic YoY
- Lead native content programs with publications like Business Insider and Forbes
- Manage a team of writers, editors, photographers, art directors, and editorial assistants; work across organization to uplift brand campaigns
- Previous position: Managing Editor (2021-22)

### Contently | NYC

Managing Editor, Jan. 2017 - 2021

Contently is a tech company that helps brands create great content at scale.

- Led accounts ranging in industry, from financial advisement firms to technology companies
- Managed freelancers drawn from Contently's 100,000+ writer database
- Wrote and edited content, anything from social media copy to 6,000+ word original e-books and animated videos
- Clients: CVS, Dell Technologies, Roche Diagnostics, Dataminr, Protective Life, Philips, Linksys, JW Player, MSCI, League

### Logo/VH1 | NYC

Special Projects Editor, 2017 - 2020

Logo, a subsidiary of VH1/Viacom, creates television and web content geared to the LGBTQ+ community.

- Executed themed editorial projects, including videos, to run once per month for one week
- Solicited and edited essays and investigative pieces that offered a deep-dive into queer-related topics from diverse perspectives
- Partnered with social media departments and other publications on social media strategy and outreach
- Provided vision for Logo's rebrand and digital strategy
- Stepped in as editor in chief as needed

### OUT Magazine | NYC

Digital Managing Editor, 2013 - 2017

OUT is the world's leading LGBTQ+ magazine. It offers a queer perspective on entertainment, culture, politics, fashion, and news.

- Contributed daily to Out.com and print issues
- Edited #FirstTime column, a queer-themed submission-based essay series
- Managed a daily web team of eight editors, contributors, and interns, and an extensive network of freelancers
- Managed social media platforms (Facebook, Instagram, Twitter)
- Grew social audience from 300K to 750K on Facebook, 25K to 200K on Instagram, 90K to 185K on Twitter
- Managed/produced all branded content; clients: Showtime, Tiffany and Co., Hilton Hotels, Gap, Topman
- Previous positions: Assistant Editor, Social Media Manager (2013-15)