

Jesse Steinbach

📍 Brooklyn, NY

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I'm a writer, editor, and creative director who helps brands tell impactful, design-forward stories. I have a passion for LGBTQ+ issues, tech for good, and inclusive storytelling, as well as experience conceptualizing and executing innovative marketing campaigns and brand relaunches.

Freelance

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

Education

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

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

Recognitions

- *MarCom Platinum Award* - Print Media Corporate, Dell Technologies
- *MarCom Platinum Award* - Industry, Dell Technologies Print Media
- *MarCom Gold Award* - Blog, Dell Technologies
- *MFJC Fellowship Grant* for fiction

Work

Bonterra | Remote

Creative Director, 2024-present

Bonterra is one of the largest tech-for-good software companies working to increase charitable giving in the U.S.

- Lead in-house copy and design agency, including a team of 7 writers, editors, and graphic designers; 5.4% growth in organic content traffic MoM; 25% follower increase across social in 9 months; negative sentiment down 55% MoM on social
- Lead and execute annual campaign framework across key content pillars, inclusive of editorial, social, and PR functions
- Lead customer stories, data storytelling, and executive thought leadership bylines
- Key input into 2024 website redesign
- Implement new brand visual identity, including collateral and assets, as well as style, voice, and tone guidelines; onboard across the organization

Dell Technologies | Remote

Executive Editor, 2021-24

Dell is a world-leading tech company transforming lives through innovation.

- Led 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
- Published print magazine, *Realize*, featuring custom photography, design, and executive voices; interactive digital landing page saw 14x increase in traffic YoY
- Led native content programs with publications like Business Insider and Forbes
- Managed a team of writers, editors, photographers, art directors, and editorial assistants; work across organization to uplift brand campaigns

Contently | NYC

Managing Editor, 2017-21

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

- Led accounts ranging in industry, from financial advisement to tech 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/MTV | NYC

Special Projects Editor, 2017-20

Logo, a division of MTV/Viacom, is a multimedia hub for the LGBTQ+ community.

- Solicited and edited viral essays, investigative journalism, and videos that explored queer topics from diverse perspectives
- Conceptualized and launched the inaugural Logo30, a spotlight of 30 queer changemakers
- Provided vision and strategy for Logo's 2019 rebrand
- Stepped in as editor in chief as needed

OUT Magazine | NYC

Digital Managing Editor, 2013-17

OUT is the country's leading LGBTQ+ magazine.

- Contributed daily to OUT.com and print issues; managed all social platforms
- Managed a web team of 8 editors, contributors, and interns, plus an extensive network of freelancers
- Grew social audience from 300K to 750K on FB, 25K to 200K on IG, 90K to 185K on Twitter
- Managed/produced all branded content; clients: Showtime, Tiffany and Co., Hilton Hotels, Gap, Topman