

# DONALD L. BORENSTEIN

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## PROFESSIONAL EXPERIENCE

### **Lead Copywriter, OBERLAND**

**Mar 2015- Oct 2015**

- Composed and edited nearly all written materials in rebranding and promotional efforts for clients, from website content, to visual ad copy, to internal correspondence, to video and radio scripts.
- Successfully created and fine-tuned written collateral, video scripts, and other campaign contents for clients including Blue Man Group, [Youth INC](#), [St. Baldrick's](#), Citizen Engagement Labs, and the National Marine Sanctuary Foundation
- Developed brand guidelines, style guides, and social media content for internal and client use.

### **Intern & Writer, Woodrow Wilson International Center for Scholars, Environmental Change and Security Program**

**Sep. 2013-June 2014**

- Wrote articles for the Wilson Center's award-winning public health and environment blog, *New Security Beat*, including policy review, event coverage, podcasts, and interviews. Compiled & aggregated news resources for office and newsletter use. Worked with WordPress platform.
- Assisted in all stages of event planning and operations, including composing HTML-based invitations, managing RSVP information using multiple database systems in Excel, and live-tweeting events.
- Photographed major events for public coverage

### **Director, Videographer, & Editor, Laundry Night Productions (REEL)**

**March 2014- Present**

- Directed, Filmed, and Edited live video for critically acclaimed Brooklyn band All Boy/All Girl, with videos premiering on prominent music blogs [The Line of Best Fit](#) and [Post Trash](#). Full-length concert film to be released in January 2016.
- Directed, Filmed, and Edited three-part short documentary series on the 2014 [People's Climate March](#) and [UN Climate Summit](#), along with a [prologue to both](#) events. All segments were edited & released in less than 24 hours after filming.
- Directed, Filmed, and Edited a [full-length concert film](#) for DC/Baltimore indie band Atlas at Last
- Produced [multiple on-site videos](#) for AirsNext news
- Edited promotional video for clients at OBERLAND, including [Sweet Hospitality Group](#)

### **Freelance Journalist, Various Publications (PORTFOLIO)**

**March 2011-Present**

- Wrote daily news briefs for *Planet Experts* and regular android game reviews for *Hardcore Droid*.
- Analyzed US climate-change adaptation projects for the Fall 2013 issue of *SEJournal*
- Wrote on-site news briefs carried on the national news wire in AP's Election Night 2012 coverage.
- Provided critical writing on music and television for Fordham University student publications *the paper* and *Inflatable Ferret*

### **Social Media Publicist, consultant to author Bruce Duffy**

**Aug.-Oct. 2011**

- Managed award winning author Bruce Duffy's social media presence. Greater than 500% increase in Facebook likes and sizable increase in page views during tenure.

### **Lifeguard & Swim Instructor, Fordham University Aquatics Center**

**May 2011-May 2013**

## SKILLS

- Adobe Premiere Pro, Adobe Speedgrade, Final Cut Pro, Adobe Photoshop, Adobe InDesign, Adobe After Effects, Audacity, Final Draft, HTML, Microsoft Office Suite, All major OS, AP Stylebook

## EDUCATION

### **Fordham College at Rose Hill• Bronx, NY• Class of 2013• B.A. in Environmental Policy; History**

- President Pro-Tempore of the Fordham University United Student Government Senate 2012-2013; Three-term President of the Fordham College at Rose Hill class of 2013. Drafted & passed student Bill of Rights, along with resolutions pushing for campus accessibility reform. Minor in Political Science.

### **Walter Johnson High School• Bethesda, MD• 2005-2009**

## AWARDS

- Eagle Scout ,B.S.A. Troop 439; TAR award for Literary Excellence, *The April Reader*, April 2013

## REFERENCES FOR DONALD BORENSTEIN

### EMPLOYER REFERENCES

- [Meaghan Parker](#), Writer/Editor, Environmental Change and Security Program-- Woodrow Wilson International Center for Scholars; Supervising Editor for *New Security Beat*. Relationship: Direct Supervisor. 202-691-4182/ [Meaghan.parker@wilsoncenter.org](mailto:Meaghan.parker@wilsoncenter.org)
- [Bill Oberlander](#), Founder & Creative Director, OBERLAND. 917.912.9612 / [Bill@thisisoberland.com](mailto:Bill@thisisoberland.com)
- [Stephen Potsklan](#), Aquatics Director, Fordham University. Relationship: Employer as Lifeguard and Swim Instructor 718-817-4256/ [potsklan@fordham.edu](mailto:potsklan@fordham.edu)
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### CO-WORKER REFERENCES

- Rob Hurst, Chief Creative Officer, OBERLAND. Relationship: Direct co-worker and collaborator in creative department. 864.506.2516 / [the.rob.hurst@gmail.com](mailto:the.rob.hurst@gmail.com)

### ACADEMIC REFERENCE

- [Steven Stoll](#), Associate Professor of History, Fordham University. Relationship: Advisor for History Major, Mentor for Environmental Policy Major Thesis. 718-817-3925/[stoll@fordham.edu](mailto:stoll@fordham.edu)

### FREELANCE CLIENT REFERENCES

- Jeremy Garber, Manager, [Grind Select](#) records. 516-650-3255/ [jeremy@grindselect.com](mailto:jeremy@grindselect.com)
- Mike Radack, [Atlas At Last](#), Band Member. Client/Employer for Freelance Video Project, Personal Friend. 240-483-2537 / [mike.radack@gmail.com](mailto:mike.radack@gmail.com)
- [A. Adam Glenn](#), Editor, *SEJournal*; Editor, *AdaptNY*. Relationship: Editor at SEJ. 914-409-8795/ [aadamglenn@hotmail.com](mailto:aadamglenn@hotmail.com)

### ADDITIONAL REFERENCES FOR WOODROW WILSON CENTER

- [Schuyler Null](#), Writer/Editor, Environmental Change and Security Program--Woodrow Wilson International Center for Scholars; Managing Editor for *New Security Beat*. Relationship: Direct Editor. 202-691-4164 / [schuyler.null@wilsoncenter.org](mailto:schuyler.null@wilsoncenter.org)

### PAST EMPLOYER CONTACT INFORMATION

#### OBERLAND

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Suite 802

New York, NY 10010

Contact: Bill Oberlander (above) or Michael Brown

#### Woodrow Wilson International Center for Scholars--Environmental Change & Security Program

Ronald Reagan Building and International Trade Center

One Woodrow Wilson Center Plaza

1300 Pennsylvania Ave. NW Washington, DC 20004

General Phone: 202-691-4000

Supervisors: Roger-Mark de Souza and Meaghan Parker

#### Fordham University Aquatics Center

Vincent T. Lombardi Memorial Center

Fordham University

441 E. Fordham Rd.

Bronx, NY 10458

Office Contact/Supervisor: Stephen Potsklan, Aquatics Director, 718-817-4256/  
[potsklan@fordham.edu](mailto:potsklan@fordham.edu)