

ELISA SHEVITZ

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SUMMARY

A storyteller who thinks like a publicist and is captivated with narrative to sell the tale. Writer and creative messaging specialist with experience in publicizing and marketing people and properties in the luxury lifestyle, entertainment and publishing industries. Multifaceted content writer and wordsmith with a deep understanding of various subject matters wrapped with a PR sensibility and the ability to understand brand, audience and culture.

EXPERIENCE

ELISASHEVITZ.COM New York, NY **2018 - present**

Writer, Editor and Idea Generator

Consultant and freelance writer for multiple companies to frame story narratives, refine tailored messages and brainstorm product launch ideas. Currently creating and executing assorted content needs for ROAR forward, a Hearst-ventures backed business intelligence platform

“Daughter of the Bride” essay included in HBO’s *Inspiration Room*, a public archive of women’s journals to celebrate the power of authentic, unedited voices during Women’s History Month

Six-Word story included in New York Times op-ed *The Pandemic in Six-Word Memoirs*

Published works have been featured in multiple Six-Word Memoirs Series books including: *Six-Word Memoirs on Love & Heartbreak*, *More Six-Word Memoirs*, *Six Words About Work*, *The Best Advice in Six Words*, *Oy! Only Six? Why Not More? - Six-Word Memoirs on the Jewish Life* having also written that book’s title memoir, a featured essay in *Six Words Fresh Off the Boat: Stories of Immigration, Identity and Coming to America* and most recently *A Terrible, Horrible, No Good Year: Hundreds of Stories on the Pandemic*

THE BROADWAY LEAGUE New York, NY **2008 - 2017**

Director of Communications

Headed public relations for national trade organization representing Broadway producers and theatre owners by educating consumers and supporting ticket-selling efforts via comprehensive broadcast, print, web and social media press strategy. Publicized the industry of Broadway by modernizing perception, increasing awareness and generating excitement

- Coached Broadway executives on messaging in the marketplace and developed talking points for media interviews and external communications
- Developed promotional programs to be circulated locally, nationally and internationally
- Utilized Broadway talent, government officials and executives to publicize events, organize press conferences and educate consumers
- Increased press presence at marketing sponsorships, industry events, ad hoc projects and

ongoing League marketing programs such as Kids' Night on Broadway®, Broadway Week, and Viva Broadway – driving substantial increases in theatre box office ticket sales

- Achieved Mayoral Proclamation for the 20th anniversary of Kids' Night on Broadway
- Collaborated with external groups and partner organizations including Broadway press agencies, NYC & Company, Times Square Alliance and NYC Mayor's Office of Media and Entertainment to proactively deliver Broadway's most up-to-date news and information
- Communicated official Broadway messaging to press outlets and public regarding weekly grosses, demographics, news, performance schedules, and responses to world events affecting Broadway
- Supported Tony Awards® press coverage; conceived and implemented annual Tony Awards® Documentary Film Series. Collaborated with The Paley Center for Media to curate films and program panels and activities with notable talent
- Conceived and implemented Six-Word Memoirs + Tony Award nominees' digital collaboration which garnered national press and significantly increased social media traffic and awareness

AMERICAN EXPRESS PUBLISHING CORP. New York, NY **1997 - 2005**

Vice President, Corporate Communications

Created the first in-house communications department at American Express Publishing Corporation. Increased press coverage for luxury lifestyle consumer magazines *TRAVEL + LEISURE*, *FOOD & WINE* and *DEPARTURES*, as well as company books and custom publishing projects. Utilized prior background in the entertainment industry to elevate profile of the company's executives, editors and products — enhancing its presence within the luxury lifestyle industry.

- Directed public relations and communication team to execute all promotional efforts on behalf of the company's editors, executives, magazines, books, websites, events and special projects
- Launched *TRAVEL + LEISURE GOLF*, *TRAVEL + LEISURE FAMILY* and a new publication for American Express Centurion card members
- Increased TV bookings and print publicity impressions, driving ad revenue
- Achieved repeated placements of magazines in coveted Adweek and Advertising Age Best Magazines lists
- Oversaw day-to-day publicity of all products in consumer and business trade outlets, publicized events, organized press conferences
- Aligned editors and magazines with pop culture to book national TV segments
- Recruited, mentored, managed and retained top-performing staff

SOTHEBY'S New York **2021 - present**

Seasonal Exhibitions Team, Jewelry

TIFFANY & CO. - NYC FLAGSHIP **Winter 2022**

Seasonal Sales Support

FREELANCE New York, NY **2006 - 2008**

SMITH Magazine/ Six-Word Memoirs

Created *Freeze Frame* storytelling feature on SMITH Magazine

Consulted on and contributed to products including Six-Word Memoirs Game and Calendar
Memoirs and essays have been published in multiple Six-Word Memoirs series books on topics ranging from life, love, religion, work and advice

Rodale -- Freelance Partnership Editor, Interactive Development

Curated and packaged Rodale content to AOL, WebMD, MSN and MSNBC

Liaison with editorial and marketing departments to expand online readership and brand recognition outside healthy living universe

EDUCATION and CONTINUING STUDIES

Todos Santos Writers Workshop in Baja California Sur, Mexico

One Week Intensive - Creative Writing Workshopn

NYU School of Professional Studies

Travel Storytelling: Creating Video Content

Multiple classes and workshops at New York University, Gotham Writers' Workshop, Atlantic Theatre Acting School, Primary Stages

Primary Stages /ESP

The First Draft playwriting course

Lyric Writing for the Musical Theatre

UNIVERSITY OF MARYLAND, College Park, MD

Bachelor of Science - Management and Consumer Studies

VOLUNTEER

New York Cares - community service and support

ADDITIONAL

4TH Wall Theatre Workshop, Ensemble Member

Magazine Publishers of America, Co-Chairman, PR Committee

New York Women in Communications, Foundation Board Member

Helen Hayes Awards, Washington, DC, Nominator