

# **Arthur K. Steinmark**

Copywriter & Consultant

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## **Public Relations Experience**

Art Steinmark has more than 20-years' experience with public relations writing, editorial liaison and event coordination. During that time he has implemented PR activities as an advertising manager for an aerospace electronics company, as an advertising agency account supervisor and as a freelance marketing communications consultant and copywriter.

Highlights include:

- Generated more than a 1000 responses from a single press release offering a data communications guidebook that he edited and produced.
- Coordinated multiple press events featuring N.J. Gov. Thomas Kean, including writing the governor's kenote speech for an event introducing new legislation.
- Wrote the media kit for and helped coordinate a ribbon-cutting ceremony featuring the Hon. Margaret Thatcher, former Prime Minister of England.
- Wrote 45 articles that were published in a national magazine under the client's byline. Also, wrote and placed three feature articles about the same client under his byline.
- Planned, coordinated and wrote the press materials for a ribbon cutting featuring Newark Mayor Sharpe James. The event received TV and print coverage.
- Planned, coordinated, wrote the media kit and speakers' remarks for a product introduction press event held at the New York Academy of Sciences. All key industry publications attended and materials were released to major business publications and wire services.