

# Adam G. Rosen

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## STRATEGIC WRITER

*Business Communicator • Mentor • Explorer • Blogger • Meticulous Researcher*

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Accomplished copywriter, editor, and multimedia consultant with over a decade of cumulative experience in travel, food, science and medical, education, entertainment, engineering, sports, and online industries. Provide web content writing, blogging, columns, print marketing content, titling, and grammatical editing for a diverse range of companies and audiences of all sizes. Purposeful professional, multitasker, not a procrastinator, deadline-motivated.

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## PROFESSIONAL EXPERIENCE

### **Momentum New Media/Freelance** (2005 - Present)

Houston, TX

(Momentum New Media, LLC is a Houston, TX based Multi Media Web Design & Development Firm)

#### ***Copywriter***

Research, produce, and edit technical and creative content for websites, blogs, and periodicals in a multitude of industries, including health and science, food, travel, creative marketing, and heavy industry. Utilize key word research, WordPress, and search engine optimization in online marketing services.

### **ELS Language Center at The University of St. Thomas** (9/2010 – Present)

Houston, TX

#### ***ESL Writing Instructor***

Teaching Media Writing and Journalistic English to foreign adults for both advanced academic and professional purposes. Class content focuses on catering to various audience markets in several fields, including music and movie reviews, food and restaurant critiques, current events, etc.

### **EF-English First** (3/2009 – 3/2010)

Shanghai, China

#### ***ESL Grammar/Writing Instructor***

Taught adults in workshops and smaller face-to-face classes in a variety of weekly themes. Followed and adapted various curriculums in *Academic, Cultural, Professional, Career Services, and Life Focuses*. Wrote weekly lesson plans in an effort to acutely focus on what the S's were getting from each lesson after clearly defining the objectives and lesson aims. Built Ss' structured writing skills, leading to over a dozen Ss' eventual job offers and half a dozen graduate school acceptances in accredited universities.

### **Houston Wire and Cable Company** (4/2008 – 3/2009)

Houston, TX

#### ***Account Manager***

Purchased and sold high volumes of industrial power cable. Completely managed hundreds of international distributor accounts, including various facets of creative marketing. Wrote eloquent customer relations documents; performed deadline-driven expediting in the interest of building relationships and generating hundreds of thousands of dollars in revenue.

### **Canadian Bilingual Institute** (2/2007 – 1/2008)

Bratislava, Slovakia

#### ***ESL Instructor***

Worked over 1,000 hours as a business and general English teacher to several major corporations in Slovakia such as France Telecom and Dell. Taught essay and article writing to advanced students.

### **AIM Electrical Consultants** (2000 – 2006)

Houston, TX

#### ***Marketing Coordinator***

Researched target market demographics and accordingly created marketing literature highlighting company strengths and core competencies. Produced verbal content for both company website and client reports.

## EDUCATION

### **Bachelor of Business Administration Degree**

*Texas State University, May 2004*

San Marcos, TX

- Majored in Business Marketing
- Course work involved implementation of various marketing strategies according to given environment while maintaining the highest standard of business ethics
- Process included management, planning, research, analysis, creation, and evaluation of marketing services
- Gained experience in business administration application via presentation and problem solving

### **Certificate in Teaching English as a Foreign Language (TEFL)**

*San Diego State University; American Language Institute (ALI), June 2006*

San Diego, CA

Planned lessons and taught EFL to university-level adult students with a variety of English levels. Developed and implemented a communicative approach that integrates listening, speaking, reading, writing and structural, grammatical, and functional skills. Trained in teaching English to Younger Learners and Business English. Trained in teaching TOEFL and test preparation. Program consisted of 120 classroom hours and over 75 outside classroom hours.

### **Certificate in University of Cambridge Teacher Knowledge Test (TKT) Module 1**

*Band 4 – EF – Xujiahui SMART School Center, 2009*

Shanghai, China

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## COMPUTER SKILLS

Proficient in Microsoft Office Applications, Adobe, Apple iWork, WordPress, Search Engine Optimization, editing, and have an abundance of experience with various types of Internet research.

## LANGUAGE SKILLS

Lower-intermediate Mandarin, lower-intermediate Spanish, lower-intermediate Slovak, beginner Thai.

## INTERESTS AND EXPERIENCE ABROAD

I have lived and/or traveled in over thirty countries in North America, Asia, and Europe. I enjoy writing, traveling, reading, teaching, baseball, tennis, basketball, running, eating, struggling to learn 2<sup>nd</sup> languages, and exploring cultures.