

# ADAM ONTIVEROS-OBERG

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## SUMMARY

- An earned media strategist with experience in consumer technology, green tech, clean energy, public affairs, reputation management and corporate comms.
- Lifelong passionate interests in technology, how technology and innovation can positively impact the lives of people, and how we can strive to make the world a better place.
- Exceptional writing and editing skills, extensive narrative development and earned media strategy development experience, and exhaustive experience writing in professional and personal voice for stakeholders.

## SKILLS

- Message and narrative refinement
- Media outreach strategy and materials development
- Associated Press writing style
- Speech, op-ed, editorial, and social media writing
- Social media content strategy development
- Weebly-based site design
- Commercial portrait, product, and landscape photography
- Adobe Photoshop, Premier, Spark, LightRoom, & InDesign
- Microsoft Word, Excel, PowerPoint & Outlook

## ACTIVITIES

- Metro DC-Virginia Soccer Referee
- Recreational soccer and rugby player
- Freelance headshot and pet photographer
- Principal at Adam O Photography
- Academic tutor: writing, political science and communications.

## EDUCATION

### S.I. Newhouse School of Public Communications at Syracuse University

*Masters of Science in Public Relations*  
May 2019

### State University of New York at Geneseo

*Bachelors of Arts in Political Science, Sociology and Public Administration.*  
Spring 2018

## PROFESSIONAL EXPERIENCE:

### Executive Comms & Social Media Coordinator, EERE (CONTR)

*Department of Energy, Washington DC, 2022 - Present*

Direct POC for The Office of Energy Efficiency and Renewable Energy communications lead • Wrote content for leadership and program offices in collaboration with subject matter experts, graphics teams, chiefs of staff to increase engagement and reach for EERE spokespeople and accounts • Carried out event, headshot photography projects

### Senior Analyst, International Public Affairs

*Edelman Global Advisory, Washington DC, 2021 - 2022*

Helped to serve Edelman's then-largest clients, Samsung and Google, as well as multiple Middle East public affairs contracts • Represented Samsung at CES, the world's largest tech trade show • Developed media outreach strategies, messaging and requisite materials • Conducted earned outreach for up to seven clients concurrently

### Embed, Issues Communications Team

*American Fuel and Petrochemical Manufacturers, Washington D.C., 2021*

Upon completion of Assembly embed tenure, was deployed to carry out project management, landscape assessments earned media work as an embed with Edelman DC's then-largest client • Researched anti-EV/H2 fuel cell messaging, carried out SMTs and other efforts • Wrote briefs on complex topics like RFS, SAF production and ethanol

### Embed, Assembly Media Inc. for Xbox

*Assembly Media (Edelman Company), Washington DC, 2020 - 2021*

Joined the Assembly Corp and Responsible Gaming teams as an embed, to carry out landscape analyses, issues management reporting, public affairs and other public relations efforts • Coordinated the launch of Microsoft's next-gen gaming consoles, the Xbox Series X|S • Drafted Xbox Wire copy on sensitive topics

### Account Executive, International Public Affairs

*Edelman, Washington D.C., 2019 - 2020*

Worked on more than two-dozen accounts across the various areas of public affairs and public relations work • Assisted clients in navigating perception, regulatory, crisis and reputational challenges • Carried out work public relations for humanitarian and philanthropic and green tech groups • Engaged in earned media outreach for clients

### Intern, Technology and Government Affairs

*Edelman, Washington D.C. - 2019*

Drafted content for corporate Twitter audience of up to 500k followers • Conducted daily coverage scans and compiled monitoring reports • Participated in daily client calls and drafted action items thereafter • Attended weekly intern-centric professional development training • Assisted other teams (Federal, Analytics) on tasks as needed

### Guest Writer and Researcher

*The Center for Public Integrity, Washington D.C. - 2019*

Spent a week working with the news organization's federal politics team, writing profiles and researching histories of potential presidential candidates • Photographed the AFL-CIO protest of the government shutdown, reported via Twitter • Examined finances of potential presidential candidates for potential conflicts of interest

### Business Owner, Photographer

*Double-O Photography, Rochester + Syracuse, NY, 2017-Present*

Founded and managed personal small photography business in college • Arranged logistics for photography sessions including scheduling, permitting and more • Compiled contracts and release signings when hired to shoot major events • Shot portraits, headshots, and landscape photographs on-location and in studios on a shoestring budget