



Eric Jackson-Forsberg

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Portfolio: <https://ejacksonforsberg.journoportfolio.com/>

Profile

Curator, copywriter, and published author with experience that spans creative e-commerce and the cultural sector. Adept at making strategic connections between audiences and original content.

Experience

COMMUNICATIONS MANAGER, SUPERSTRUCTURES ENGINEERS + ARCHITECTS, 2019-PRESENT

Produced original content for a prominent A/E firm specializing in exterior restoration, including website copy, social media posts, email marketing campaigns, newsletters, presentations, and proposals. Launched new social media initiatives and increased engagement.

FREELANCE RESEARCH & WRITING, 2018-PRESENT

Content strategy, research, copywriting, and editing for clients including the MoMA Design Store, Frank Lloyd Wright's Martin House, Omrania Architects, and the New School/Parsons.

PROJECT MANAGER, PURE+APPLIED, NEW YORK, NY | 9/18-4/19

Managed a team of designers, researchers, architects, and multimedia storytellers to produce a comprehensive Visitor Experience Master Plan for the Library of Congress. Managed client communications, documented research, and coordinated multiple deliverables for the project.

COPYWRITER, UNCOMMONGOODS, BROOKLYN, NY | 2014-2018

Produced content for an innovative online and catalog retailer through an in-house creative studio. Wrote and edited product copy, artist bios, homepage copy, email campaigns, and blog content to hone and broadcast the brand voice and collaboratively support marketing.

EXECUTIVE DIRECTOR, WESTERN NEW YORK BOOK ARTS CENTER, BUFFALO, NY | 2012-2013

Directed all aspects of this unique center dedicated to book arts and letterpress printing, leading organizational transition from founder-based to professional management. Managed staff for public programs, exhibitions, and retail operations.

CURATOR, FRANK LLOYD WRIGHT'S MARTIN HOUSE, BUFFALO, NY | 2003-2012

Led research, documentation and interpretation of this National Historic Landmark and its collections of furnishings and art glass. Produced a historic furnishings report and edited *Frank Lloyd Wright: Art Glass of the Martin House Complex* (Pomegranate, 2009).

EDUCATION COORDINATOR, 1999-2001 / CURATOR OF COLLECTIONS & EXHIBITIONS | 2001-2003

CASTELLANI ART MUSEUM OF NIAGARA UNIVERSITY

Developed and implemented a wide variety of educational programming for students and adults; Organized ten to fifteen exhibitions annually, drawn from the museum's collection of modern and contemporary art, as well as new work by Western New York artists; Produced interpretive literature and programming related to all exhibitions.

Education

State University of New York at Buffalo, Buffalo, NY – M.A., Art History

Hamilton College, Clinton, NY – B.A., Creative Writing with Studio Art minor