

FLASHLIGHT

Jed Nitzberg, APR



When it comes to crafting the written word, Jed Nitzberg is fearless. He once asked his eighth grade English teacher why their homework essay “only” had to be 1,000 words. And while the other kids were sending thank-you notes for their birthday presents, Jed was sending thank-you white papers.

Jed brings more than 20 years of business communications experience, from strategic brand planning to creative writing to on-target professional counsel and training. He’s articulate across a wide range of business-to-business and consumer segments.

Before founding his own company, Jed managed the healthcare practice segment at Ogilvy Public Relations (Atlanta), one of the world’s largest advertising and PR agencies. Before that he was Director of Communications for the Georgia Department of Human Resources, the state’s largest health and human services agency. There he managed media relations, crisis communications, and strategic communications planning on issues ranging from mental health to child abuse to online education campaigns.

Jed also worked for WebMD, the world’s first and largest healthcare website, where he partnered with sales teams to provide strategic/creative communications counsel to both the site’s sponsors and its partners. Previous to that, Jed served as VP for Public Relations and VP of Interactive Communications for The Arthritis Foundation.

His diverse communications and media experience further includes positions as Director of PR for the Hospital for Sick Children, a pediatric rehabilitation and transitional care hospital in Washington, DC, and Director of Development Communications for the State University of New York at Buffalo. He was a news anchor and reporter for WLNH-AM/FM in Laconia, NH.

In addition to running his own company, Jed also volunteers with the Public Relations Society of America and teaches college-level PR courses. He is a renowned multi-tasker with a disarming sense of humor.

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