



Marc Fest

Communications Consultant

Founder, AtlanticPoint  
Communications  
Former VP/Communications,  
John S. and James L. Knight  
Foundation

## Rehearsify.com

An AtlanticPoint Service  
Presentation coaching for  
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## Messagehouse.org

An AtlanticPoint Service  
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📍 [www.atlanticpoint.com](http://www.atlanticpoint.com)

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## Harness the Power of Communications

Strategic Communications Planning • Project Leadership • Branding  
Presentation Coaching • Website Development • Research • Marketing  
Video Production • Print Design • Speech and Copy Writing • Social Media

### Work Examples

Supporting the **University of Miami's** Department of Public Health Sciences with a range of strategic communication projects

Coordinating communications for the **New Americans Campaign**, a \$20M national consortium to encourage green card holders to become U.S. citizens

Rebranding the **Florida Institute for Health Innovation**

Helping the **Haas Jr. Fund** engage its next-generation family board members

Leading communications for the **Steve Fund**, the nation's only non-profit focused on the mental health of students of color.

Coaching presenters for **Knight Foundation's** News Challenge winners via Phone/Skype.

Supporting communications for the **Everglades Outpost**, a non-profit wildlife sanctuary (pro bono)

### Background

From 2007 to 2012, Marc Fest was Vice President of Communications for the John S. and James L. Knight Foundation, the world's leading foundation for innovation in communications and media.

From 2004 to 2006, he served as Vice President of Communications for the New World Symphony.

Marc is passionate about using the power of technology to amplify communication. He is credited with inventing the concept of "metabrowsing" through his creation of Quickbrowse technology in the early 2000s.

He is known for the Message House Method, used by businesses, government organizations and nonprofits in more than 70 countries to achieve more effective messaging. The toolset is available at [www.messagehouse.org](http://www.messagehouse.org).

### Values

Acting like a **member of your team**, not like an "outside consultant"

Always giving you our **best and unvarnished advice**

Being **pro-actively creative**, finding and seizing opportunities for you