

BRIAN GLASER

bsglaser@gmail.com

PROFILE: An editor, writer and strategist with experience in online, social and print media creation and content delivery. I take deadlines seriously, work well under pressure and enjoy being part of a team effort. With an eye on user experience, I'm focused on integrating new and old media in the service of institutional storytelling.

EXPERIENCE:

Cleary Gottlieb Steen & Hamilton LLP, August 2015–Present: Marketing Communications Manager

- Provide editorial support for Business Development function, including creating and updating marketing collateral, PR materials and partner biographies, at a top global law firm.
- Hired and manage a five-person Marketing Communications team that works on print and digital marketing materials, maintains the firm's website and social media channels, and provides concierge support to the firm's global partnership.
- Oversee content on the firm's global website and ongoing web development.
- Work with global Business Development teams to develop new strategies and materials to market the firm's lawyers and capabilities.
- Created and executed the firm's first social media strategy, which continues to expand engagement with both followers and firm personnel.
- Created a firm-wide style guide for web and print marketing materials.
- Developed "Writing Snacks" training program for Business Development staff.

Corporate Counsel/ALM Media, May 2011–August 2015: Senior Editor (May 2013–August 2015), Web Editor (May 2011–May 2013)

- Daily editing, writing and updating for CorpCounsel.com, a news site for in-house lawyers and other corporate-focused legal counsel.
- Managed a team to produce daily e-newsletters and weekly topic-specific email alerts.
- Recruited and developed columnists in specific practice areas.
- Led social media audience engagement via Twitter, Facebook and LinkedIn.
- Worked on integration of *Corporate Counsel's* print and online editions.

School of Visual Arts, July 2002–May 2011: Managing Editor (January 2006–May 2011), Communication Specialist (August 2004–January 2006), Internal Communication Manager (July 2002–August 2004)

- Edited and wrote for internal and external communications vehicles, including the college's Intranet and public website, *Visual Arts Briefs* blog, weekly e-newsletter, daily Facebook and Twitter content, biannual *Visual Arts Journal* alumni magazine, annual report, media press releases and on-campus PR, and other materials for SVA communications efforts.
- Managed assignments to in-house and freelance writers.
- Developed and upgraded the school's Intranet to meet the needs of students, faculty and staff.
- Created and implemented a social-media strategy for the college in 2010, opening up new lines of communication between SVA and its audience segments.

DealTime.com, March 2000–September 2001: Chief Writer (March 2001–September 2001), Manager of Site Writing (March 2000–March 2001)

- Wrote and/or edited copy for the DealTime.com website and offline collateral materials.
- Standardized voice and style of the site, including generating a style guide.

- Developed and maintained original content, merchandising and promotional efforts, including email newsletters, banner ads, buying guides, corporate presentations and daily site updates.
- Oversaw new site projects, including 2001 Holiday Shopping plan and DealTime.net B2B site.
- Created marketing collateral, edited internal and external corporate communications, including white papers, board newsletters and investor presentations.
- Performed other PR functions, including writing press releases and soliciting media contacts.

Philadelphia Weekly, Online Editor, October 1998–August 1999

- Responsible for all editorial aspects of the *Philadelphia Weekly*'s website, including regular site maintenance and new content development.
- Created and wrote weekly "Byte Me" web column.
- Led total site redesign and developed new interactive technologies (searchable restaurant guide, live polling, message boards, etc.).
- Contributed A&E and news content for the *PW*'s print edition.

Digital City Philadelphia/AOL, December 1996–October 1998: Entertainment Producer (January–October 1998), Assistant Producer (June 1997–January 1998), Writer and Chat Host (December 1996–May 1997)

- Developed, created and maintained all entertainment content for DCP.
- Produced and maintained advertising and original content areas.
- Created weekly content for local AOL subscribers.
- Coordinated DCP involvement in community events.
- Generated member newsletters.
- Created, redesigned and improved existing content areas.

W.B. Saunders Company, Clinics Department, September 1995–June 1997: Senior Production Editor (March–June 1997) Production Editor (July 1996–March 1997), Production Assistant, (September 1995–July 1996)

- Responsible for all aspects of production for several bound medical periodicals, including copy editing manuscripts and editing art, preparing manuscripts for typesetting, identifying and obtaining reprint and copyright agreements, proofreading corrected manuscripts and contacting authors for missing items, all within strict deadlines.
- Coordinated freelancers, managed temporary employees and trained full-time employees.

George Watson's College, Scotland, August 1994–July 1995

- Teaching fellowship, with classroom and boarding house duties.
- Developed and taught original syllabi for literature and religious studies classes.
- Prepared students for standardized exams and assisted in primary school classes.
- Served as Assistant Housemaster in the school boarding house, helping oversee approximately 50 boarded students.

EDUCATION: Hamilton College, B.A. in Creative Writing, 1994
University of Glasgow, Scotland, Spring 1993