

# HELLO, I'M EMILY GLASER.

Verbose wordsmith, finicky grammarist, open-eared interviewer, wily strategist, and content sage wholeheartedly dedicated to the craft of helping people tell their stories.

## Experience

### Managing Editor, *Capital at Play Magazine*

Formerly Newsletter Editor

February 2018–Present | Asheville, NC

Select and implement print and digital editorial content for Western North Carolina's monthly 100-page business publication.

- Lead editorial board and content conceptualization and coordinate editorial calendar.
- Recruit and strengthen a team of 15+ talented freelance contributors and schedule all assignments.
- Edit all written content as received and in accordance with design and print calendar; contribute monthly article(s).
- Work closely with the art director to steer design of the print publication.
- Curate content for weekly newsletter, regularly evaluating key metrics and adapting accordingly, while expanding and maintaining the integrity of our audience.
- Coordinate and write 30+ profiles for yearly business guide, *The Annual*.



Readership: 30K Print, 10K Newsletter | Manage \$50K Budget | 30% Increase Newsletter Opens & Clicks Since Feb. '20

### Editor & Writer, Scribian Personal Historians

May 2017–Present | Asheville, NC

Compose full-length personal biographies and manage design, print, and client relations for each project.

- Coordinate project management, client relations, and content creation across all aspects of the business, including design, editing, and printing processes.
- Work alongside co-founder to create business processes, including client communication, data collection, and improvements for efficiency and profitability.
- Facilitate and transcribe 8–16 hours of interviews and ghostwrite autobiographical narratives of each clients' life.



50% Increase in Average Revenue Per Project Since 2017 | 10 Books, 40–90K Words Each

### Vice President of Marketing, The Mann Group

July 2015–October 2019 | Asheville, NC

Developed marketing program and consultation packages for consulting firm working in national and global specialty retail.

- Created all B2B marketing content, including newsletters, articles, press releases, social media, and email templates.

## SKILLS

Editorial Editing & Writing | Email Newsletter Design, Content Creation, & Analytics | Copy Editing & Writing | Search Engine Optimization | Managing Contractors & Budgets | Project Management | Digital Marketing | Google Suite | Podcasting | Working Knowledge of Adobe Suite | Wordpress

## ADDITIONAL WRITING EXPERIENCE

### Volunteer

First Gen Success | Case for Support

### Marketing Content Writing

Epic Notion Digital Marketing | Client

Website Copy & Blog Content

Kudzu Brands | Editorial Copy & Brand Story Development

Evergreen Era Films | Website Copy & Blog Content

The Standard Apothecary | Website Copy

### Print Editorial

*WNC Magazine*, Asheville, NC | 2016–19

*Asheville Visitor's Guide*, Asheville, NC | 2017–18

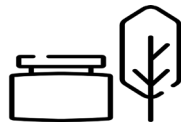
*Charleston Magazine*, Charleston, SC | 2018

*Asheville Folk*, Asheville, NC | 2017

*Mountain Xpress*, Asheville, NC | 2016–17

*The Laurel of Asheville*, Asheville, NC | 2016

*Fine Magazine*, San Diego, CA | 2014–16



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## Experience *Ctd.*

### Vice President of Marketing, The Mann Group, *Ctd.*

- Managed design of and crafted all written content for new website.
- Launched and coordinated the *Mandatory Listening* podcast, including guest relations and scheduling, distribution, and marketing collateral.
- Worked with national retail brands to refine their B2B & B2C marketing strategic plans and create training content specific to their organization.
- Revised training manuals and existing marketing content for a cohesive and engaging marketing presence.



Drove Podcast Engagement to 500+ Per Episode in <1 year |  
Created New Revenue Streams Via 3 Marketing Packages

### Content Editor, *Asheville & South Charlotte Lifestyle Magazines*

April 2016–May 2018 | Asheville & Charlotte, NC

Managed all content creation for two print lifestyle publications.

- Assigned projects and articles to team of 10–15 contract writers and photographers and copyedited received content.
- Completed editorial as needed and contributed 2+ articles monthly.



Distribution: 14K+ | Contributed 40+ Articles

### Executive Editor, *FINE Magazine*

August 2014–March 2016 | San Diego, CA

Managed all content creation for a print and digital luxury lifestyle publication.

- Organized editorial calendar and content 3+ months in advance.
- Assigned projects and articles to 10–15 contract writers and photographers and copyedited received articles. Completed editorial as needed and contributed at least one article monthly.



Readership: 60K | 170K Monthly Page Views

## Education

Davidson College | Davidson, NC

Bachelor of Arts in English, 2012