

Brian Glaser

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PROFILE: A marketer, 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:

Pryor Cashman LLP, May 2022–present: Communications Manager

- Responsible for communications and content management, including the creation and maintenance of content for the firm's external website, digital and social media platforms.
- Works directly with lawyers and firm leadership on profile-raising efforts, including creating bespoke content, targeting practice messaging, networking via social media and more.
- Creates and distributes internal communications materials.
- Creates and updates lawyer biographies.
- Works with lawyers and practices to write award submissions and promote winning entries.
- Manages the firm's relationship with its external PR firm.
- Serves as marketing liaison for the firm's Diversity Committee.

Schulte Roth & Zabel, January 2022–March 2022: Editor/Content Marketing Manager

- Wrote and edited content for external channels, including client alerts, social media posts and firm news.
- Ensured overall accuracy and consistency of communications and marketing materials.
- Trained lawyers on use of social media and optimization of social profiles.
- Supported other marketing functions through collaboration on content, writing, copyediting and proofreading.

Cleary Gottlieb Steen & Hamilton LLP, August 2015–January 2022: Marketing Communications Manager

- Provided editorial support for Business Development function, including creating and updating marketing collateral, news items and partner biographies, at a top global law firm.
- Hired and managed a five-person Marketing Communications team that worked on print and digital marketing materials, maintained the firm's website and social media channels, and provided concierge support to the firm's global partnership.
- Oversaw content on the firm's global website and ongoing web development.
- Worked with global Business Development teams to develop new strategies and materials to market the firm's lawyers and capabilities.
- Provided analytics data to measure marketing success and drive decision-making.
- Contributed to internal communications efforts via intranet content and a bi-weekly internal newsletter.
- Wrote bylined articles for firm leadership.
- 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 and productivity training program for global staff.

ALM Media, May 2011– August 2015: Senior Editor

- 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

- 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

- 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.

EDUCATION: Hamilton College, B.A. in Creative Writing

COMMUNITY:

- Board Trustee, Achieve Foundation of South Orange & Maplewood
- Volunteer, Montclair Jazz Festival/Jazz House Kids; Jersey City Jazz Festival
- Newsletter Editor, Friends of the Maplewood Library (2014-2020)