

## Contact

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[jenglatt.contently.com/](http://jenglatt.contently.com/) (Portfolio)

## Top Skills

Management  
Marketing Campaign Management  
Communication

## Certifications

Leadership Enhancement and  
Administrative Development

## Honors-Awards

Most Popular Post of 2013 on  
Gifts.com blog, Gift Rap  
Interviewed on the TODAY Show  
Educational Advertising Award  
(Bronze)

## Publications

Glow Magazine  
Modern Luxury Hawaii  
Childview  
Wrightsville Beach Magazine  
Spirituality & Health

# Jennifer Glatt, M.A.

Editorial Director | Integrated Marketing Manager | Managing Editor  
| Content Strategist | Brand Strategist | Editor | Writer | Travel |  
Communications | Magazines | Digital Marketing  
Wilmington, North Carolina, United States

## Summary

At my core, I'm a connector. I'm a natural collaborator. I enjoy helping businesses create user-focused experiences that drive customer loyalty and revenue growth through content, messaging, and branding. I'm an experienced editorial and communications leader who excels at creative strategy, brand building, and deepening connection among and across teams. Travel and connecting people to places are at the top of my "favorite things" list.

Years ago, a plum freelance assignment paired me with a photographer from a national wedding magazine, and that connection catapulted me into travel writing. I visited Greece, French Polynesian islands, Egypt, Europe, and a host of other destinations on behalf of consumer and travel trade magazines, allowing me to do what I love: travel and write.

From 2011-2013 I used my expertise to produce SEO-optimized website copy, direct emails, blogs, and B2B/B2C communications for a start-up company in the wedding and travel space. I had the most fun building out the travel section of the website, providing destination guides for couples planning their honeymoons or destination weddings.

Relocating back to North Carolina, I then took the managing editor role at a newly created city magazine, spotlighting bespoke home, lifestyle, dining and travel in Wilmington, NC. I managed the editorial workflow while also collaborating with the sales team, publisher, and freelance writers and photographers to ship this bimonthly publication on schedule and under budget. I also handled all social media platforms.

I currently work as the editorial director at the in-house marketing and communications agency for the University of North Carolina

Wilmington, the fastest-growing institution in the 17-campus UNC System. In my role as the communications team and brand strategy leader, I spearhead content strategy to inform prospective students, drive engagement, and increase enrollment. College is itself a destination, and marketing the university's academic strengths as well as its other attributes – including our coastal location – absolutely factor into recruiting and retaining students.

My specialties: brand messaging and voice | cross-platform editorial strategy | balancing style and substance | making the complex approachable.

I believe travel is good for the soul. As Susan Sontag said, "I haven't been everywhere, but it's on my list."

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## Experience

University of North Carolina Wilmington

8 years 2 months

Editorial Director, Office of University Relations

December 2015 - Present (7 years 4 months)

Wilmington, North Carolina

Direct editorial strategy for the university's in-house marketing and communications agency at the fastest-growing institution in the 17-campus UNC System. Oversee marketing, communications, and branding initiatives to reach/recruit key audiences and promote/protect/grow the university's reputation. Consult with campus partners to assess their needs, define their goals, author high-level strategies and map out integrated plans. Steward relationships and provide expert guidance in translating strategic insights into creative concepts. Serve as liaison with stakeholders at all levels within the university and the UNC System. A lead member of the crisis management messaging team.

- Oversee daily content creation and regular internal and external communication initiatives, including news, website copy, local/national ads, weekly faculty/staff newsletter (average open rate of 45%), and monthly newsletter to 90,000+ readers.

- Editor for the homepage of UNCW.edu and as one of OUR's primary users of the university's CMS. Consistently monitor communications for voice/tone.
- Currently aiding in a full university website overhaul, providing both high-level content strategy and more granular detail insight for a better user experience, improved accessibility, and an enhanced look. Write copy for new pages specifically focused on marketing UNCW's programs.
- Manage content strategy and production for marketing and recruiting materials for all divisions, and specialty publications including the brand identity guide and the yearly research magazine. Initiated overhauling the Admissions Overview booklet to better meet prospective students' needs.
- Editor of UNCW Magazine, UNCW's flagship publication (100,000+ readers). Foster cross-team collaboration with Chancellor, deans, department chairs, Division for University Advancement, and campus communication specialists to suss out stories. Provide developmental editing and writing support.

Adjunct Professor, Integrated Marketing Communication  
August 2021 - December 2022 (1 year 5 months)

I taught a 400-level writing-intensive Brand Strategy & Research course to senior undergrad communication majors.

Publications Manager, Office of University Relations  
February 2015 - December 2015 (11 months)

Wilmington, North Carolina

Manage all print and electronic publications for UNCW, including the biannual UNCW Magazine, newsletters/ catalogs/marketing and recruiting materials for all divisions, and other specialty publications including the Brand Identity Guide and specialty websites.

Jennifer Glatt

JOURNEYLISM | Editorial Consultant and Strategist | Travel Writer | Marketing

2000 - Present (23 years)

Wilmington, NC

- Write edit copy for multiple clients. Assignments include feature and travel articles, destination guides, luxury hotel reviews, website and blog copy, product copy, print advertising, e-books, email copy, and more.

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-- Major projects include all copy for the University of Southern California Credit Union's redesigned website, additional USCCU marketing materials, landing pages and three dedicated e-books, over 100 product descriptions for

the Gifts.com holiday site, destination-specific blog posts for EverAfter.com's blog, and 40+ luxury hotel reviews for HotelInsider.com.

- On assignment, travel internationally and domestically and contribute feature articles to numerous media outlets in regional and national consumer and trade publications. Destinations have included French Polynesia, France, Germany, Greece, Amsterdam, Egypt, numerous Caribbean islands, Mexico, and more.
- Media outlets include Modern Luxury Hawaii, Our State Magazine's website, Spirituality & Health Magazine, Wilmington Magazine, Collinson Media's Connect/Collaborate/Rejuvenate titles, World Vision's Childview Magazine, Luxury Travel Advisor magazine, Travel Agent magazine, Weddings Unveiled magazine, Bald Head Island's annual magazine (Haven), and others.
- Served as a contracted blogger and product copywriter for Gifts.com.
- Served as a contracted blogger for EverAfter.com.

For recent clips, visit <https://jenglatt.contently.com>.

## Enveritas Group

Independent Contractor (Copywriter)

August 2014 - April 2015 (9 months)

Provided unique, custom promotional web and social media content for EVG clients in the travel and lifestyle categories, including high-end luxury brands Fairmont Hotels & Resorts and Raffles Hotels & Resorts.

## DUE SOUTH PUBLISHING LLC

Managing Editor, Wilmington Magazine

June 2014 - February 2015 (9 months)

Wilmington, North Carolina

Managed the workflow of this dynamic city magazine by overseeing the content and design of the bi-monthly publication.

- Guided story development
  - Wrote feature stories
- Assigned articles to freelancers; sourced photographers
- Managed social media accounts
  - Maintained editorial budget
- Acted as a liaison between editorial, graphic design staff, advertising executives, publisher, clients, and printer to execute print and online content
- Attended local social and business events as the magazine's representative

EverAfter.com

## Communications Manager and Travel Writer

August 2011 - July 2013 (2 years)

Las Vegas, NV

I was part of a small but mighty marketing team for a start-up company in the wedding space. I worked closely with the VP of Marketing on consumer communication and brand creation. Copywriting and utilizing my extensive travel experience were two key elements of my position. On a daily basis my copywriting responsibilities included SEO-optimized website copy, direct emails, and user-friendly content for our proprietary venue and destination resort databases. I helped create and actively cultivated our social media presence across multiple platforms (Twitter, Facebook, Pinterest). I created SEO-optimized, targeted landing pages and managed the copy that went alongside them. I garnered a fair amount of B2B communications experience, as well, including working knowledge of Oracle and SalesForce.

Skills I honed as an employee of a start-up company: flexibility handling frequently shifting priorities; creating high-quality content that engages, informs and entertains; simultaneous project management; exceptional communication and interaction with the executive team, as well as internal staff across all departments, external sales staff and vendors/clients; rebranding/brand creation and awareness; prompt and creative crisis containment.

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## Education

University of North Carolina Wilmington

M.A., Integrated Marketing Communication · (2020 - 2021)

University of North Carolina at Chapel Hill

Graduate Certificate, Digital Communication · (2018)

University of Mary Washington

B.A., English