

# Doug Glener

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## SUMMARY

A writer with extensive experience producing exceptional copy for prestigious clients

## EXPERIENCE

*The Ken Blanchard Companies, Escondido, CA*

*Senior Copywriter (7/2019 – Present)*

- Write articles, blogs, web pages, social media posts, video scripts, product sheets, email campaigns, and other collateral
- Scour news sources for trends, and then write articles & blogs for SMEs
- Interview SMEs for marketing collateral and proposals
- Copyedit pieces written by SMEs, salespeople, etc.
- Partner with the creative director and senior graphic artist on high-profile projects
- Write proposals and RFP responses for large opportunities

*Gemological Institute of America, Carlsbad, CA*

*Senior Copywriter (3/12 – 6/2019)*

- Wrote articles, developed marketing initiatives, and conducted interviews for the *Education Quarterly*, a magazine that drove student enrollment
- Conducted SEO research to write keyword-rich blogs
- Interviewed students and alumni to write feature articles that showed the value of a GIA education
- Wrote direct mail pieces that enticed perspective students to enroll
- Wrote persuasive print and web ads for the Retailer Support Program
- Wrote videos and blogs to support strategic initiatives

*Catalyst Creative Services, Inc., Boston, MA*

*Senior Copywriter (10/94 – 3/12)*

- Wrote press kits, websites, articles, brochures, newsletters, speeches, and annual reports for Fortune 500 companies, major nonprofits, famous individuals and politicians, prestigious hospitals, etc.
- Clients included Harry Potter/FAO Schwarz/Rupert Grint (Ron Weasley), Michael Jackson, One Central Park West, The French Cultural Embassy, Land Rover, and other exclusive brands.
- Wrote persuasive direct marketing pieces for The Alzheimer's Foundation, Greenpeace, Habitat for Humanity, University of Michigan, Hofstra University,

Trinity University, US Tennis Association, United Way, Zoo Atlanta, The Kentucky Humane Society, and dozens more

- Wrote a monthly in-flight television show for U.S. Air
- Clients included The Holocaust Museum, The Mint Museum, Thomas Pink, *The Washington Times*, *The Financial Times*, Sony, and The U.S. Mint.
- Conducted interviews with industry experts, book authors, entertainers, etc., for magazine articles and other media
- Wrote 70+ page market research reports on an array of topics, including healthcare, consumer products, and technology.

#### *Previous Experience*

- *Senior Writer, Rubenstein Public Relations, New York, NY*
- *Porter Henry, Writer New York, NY*

## **WRITING ADVENTURES**

#### *Lighting up Email*

Getting people to read email is difficult. My subject lines and copy enticed readers to enroll in GIA classes. Click-thru rates: 30%+, open rates: 18-20%.

#### *Herding Brilliant Cats at Harvard*

Writing Harvard Business School's website was a unique challenge: interviewing multiple stakeholders, giving this diverse group a unified voice, pleasing some very intelligent individuals, and repositioning the program as an entrepreneurial incubator more attractive than Stanford.

#### *Critically Acclaimed Author*

I co-authored [\*Wisdom's Blossoms: Tales of the Saints of India\*](#) (Shambhala, November 2000), a collection of 26 short stories. I wrote [\*The Reluctant Knight\*](#), a young adult's novel (Paladin Publishing, October 2012). I also ghostwrote sections of [\*Finders Keepers?\*](#), a children's book that won three national book awards.

#### *They Read it...and Gave Money*

Here's a difficult gig: getting people to read direct mail solicitations and then give money. I've written hundreds of appeals for major national nonprofits that have produced spectacular results.

#### *Hitch Your Wagon to a Star*

*Downton Abbey* was a cultural phenomenon. So why not leverage it to make a GIA education more attractive? I interviewed the jewelry designer for the show and wrote

pieces that were extremely successful. I adopted the same approach for Super Bowl rings. The blogs received thousands of likes on Facebook.

## **EDUCATION**

Vassar College, Bachelor of Arts, English. Departmental honors & honors on thesis. Junior Year Abroad, Kings College, London.

## **HOBBIES & INTERESTS**

Black belt in aikido. Guitar. Meditation.