

Ann Glenn

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SNAPSHOT

On any given day I can wear many hats: marketing guru, creative director, client consultant, data analyst, new business miner, writer, UE evangelist and gentle herder of disparate, occasionally difficult cats. An award-winning creative and marketing strategist, I think big picture but have a zoom lens for detail. I'm a strong leader with excellent writing and presentation skills, a knack for managing clients, and a talent for developing writers and designers.

SPECIALTIES

Strategic Development • Creative Direction • Brand Building • Copywriting • Client Management • Marketing Communications • Concept Development • Interactive Creative • Interactive Marketing • Web Content • Assisted Selling Apps • User Experience • Search Engine Optimization • Social Media • Business Development • Client Management • Qualitative Research • Group Facilitation • Team Building

EXPERIENCE

UNBOXED TECHNOLOGY

Director of Consumer Marketing & Education

2010-2012

- Led strategy and creative execution of consumer-focused marketing and educational materials.
- Developed strong partnerships with clients while driving the strategy, execution, revenue and profitability of multiple accounts.
- Created a new UI and training program for a national electronics trade-in provider that improved the accuracy of product evaluations and cut the revenue losses attributable to inaccurate assessment by 50%.
- Managed the pilot program for a new iPad app that generated a 60% YOY increase in sales per associate for a Fortune 100 company's retail team.

CAPITAL ONE, Richmond, VA

Creative Director (Contract)

2009-2010

- Directed creative strategy and execution for online card acquisitions, growing one of the most recognized U.S. brands on its B2C site, www.capitalone.com.
- Led online creative for the Venture Rewards card launch, a \$280+ million integrated campaign that resulted in a record day for new accounts booked.
- Presented to senior leaders and managers from multiple lines of business, influencing marketing strategy and selling creative campaigns effectively.
- Mentored a team of writers and designers, establishing creative standards and priorities and managing team's capacity vs. demand.

CIRCUIT CITY, Richmond, VA

Online Creative Manager

2006-2009

- Led strategic and creative redesign of Circuit City's online newsletter, *city life*; attributed sales rose four-fold.
- Earned first-place 2008 Marketing Sherpa Award for "Best B2C Consumer Email Opt-in Campaign" for Circuit City's marketing emails.
- Led messaging strategy and developed editorial standards for circuitcity.com, a website with over 400 million unique visits and \$1.5 billion in sales annually.
- Directed creative for all external marketing materials, including an email program that drove revenue of \$200 million annually and a direct display program that delivered over 1 billion impressions per month.
- Managed, trained and mentored teams of up to 25 copywriters, designers and assistant managers.

ANN GLENN QUALITATIVE RESEARCH, INC., Richmond, VA

President/Owner

2001-2006

Clients: ACNtv, The Martin Agency, Nick at Nite, Ruby Tuesday, TV Land, UPS.

- Developed a new brand for ACNtv (now Jewelry Television) and consulted throughout its implementation, advising on TV spots, on-air promos, and online marketing campaigns.
- Moderated and supervised qualitative research nationally; conducted expert interviews with thought leaders; provided insightful interpretations and actionable findings.

VCU BRANDCENTER

VIRGINIA COMMONWEALTH UNIVERSITY, Richmond, VA

Instructor

2002

THE MARTIN AGENCY, Richmond, VA

Strategic Planner, Senior Strategic Planner

1997-2001

Clients: GEICO, Marriott, Nick at Nite, Nickelodeon, Rubbermaid, Ruby Tuesday, Saab, Southern Comfort, TV Land, UPS, Yellow Pages (YPPA).

- Awarded Silver EFFIE as lead strategist for TV Land's "Times Change" marketing campaign.
- Led strategy on successful new business pitch for Viacom's TV Land and Nick at Nite accounts.
- Developed strategy for TV Land's "Times Change" campaign, which increased distribution from 33 million to over 65 million homes in less than two years and won numerous creative and cable industry awards.

EDUCATION

UNIVERSITY OF UTAH, Salt Lake City, UT

Ph.D. in English and Creative Writing

UNIVERSITY OF CALIFORNIA, Irvine, CA

M.F.A. in Creative Writing

PRINCETON UNIVERSITY, Princeton, NJ

A.B. in English