# **JENNIFER GLOVER**

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**SR. CONTENT STRATEGIST**

Passionate Content Manager and Strategist with extensive experience in writing and editing engaging long-form, short-form, and UX copy that supports product goals. Proven track record of managing content catalogs, project managing cross-functional partner initiatives, creating data-backed content experiences, and establishing work processes in a tech environment.

**Areas of Expertise**

Content Strategy, Taxonomy, Editorial Calendars, Content Management Systems, Documentation, Chicago Manual Style, AP Style, Visual Studio, SQL, Power BI, Reporting, Agile, SCRUM, JIRA, Project Management, Workflow Management, Team Management, Process Improvement and Governance, Vendor Relations, Data Analytics

**Professional Experience**

MICROSOFT via Bluehawk Consulting, Seattle, WA

**Editorial Content Manager**/ **Content Strategist** (2017 to Present)

* Developing in-app content strategies based on each of their distinct KPIs and target audiences.
* Developing strategic content initiatives to support audience engagement, 3D art creative direction, and product adoption.
* Managing the asset production and publishing pipeline through tech specification adherence, pipeline throughput, metadata/UI string creation and localization, and project management best practices.
* Maintaining governance through developing documentation, adhering to GeoPol and CELA content guidelines, and creating partner onboarding procedures and foundational workflows that effectively manage the creation, publication, and expiration of content.
* Acting as subject matter expert in content taxonomy, information architecture, technical publishing process, and catalog management for first party and third part content.
* Analyzing insights and effectiveness of content strategies by measuring against KPIs, benchmarks, and user research studies.
* Partnering with cross-functional product teams to establish standard operating procedures, align on KPIs and evolving goals, and maintain operational excellence through shared developer support.

AMAZON, Seattle, WA

**Acquisitions Editor** (2016 – 2017)

* Advanced the writing careers of authors by discovering and securing new content projects, fostering author relationships, serving as mentor for a supportive author experience, and delivering quality books for the Kindle platform.
* Managed up to 24 projects at various stages of production, concurrently, by shepherding work from manuscript through publication and beyond with success in anticipating and resolving issues, meeting all milestones, and producing deliverables within established SLAs.
* Driven two strategic initiatives: Kindle First’s and Samsung Book Deals. Monitored team progress by analyzing operational processes, securing key dependencies, and overseeing task completion.
* Recognized as a "Processes Powerhouse" for strengths in managing workflow and process changes, analyzing and troubleshooting issues, and ideating on new SOPs.
* Independently learned SQL, business intelligence techniques, and technical requirements to analyze sales trends to create metric-based narratives that informed acquisition strategies, provide insightful data-driven presentations to leadership, and triage breaks in workflows.

FREELANCE, Remote

**Editor/Writer,** 2008 – 2016

* THE WILDROSE PRESS, 2015-2016
* EXTASY BOOKS, 2015-2016
* ELLORA’S CAVE, 2013-2014
* EXAMINER.COM, 2009-2012

AUDIBLE – AN AMAZON COMPANY, Newark, NJ

**Editorial Coordinator** (2015 - 2016)

* Led six cross-functional teams in project planning with success in delivering on milestones for audio book production programs.
* Secured assets from 20-30 content providers through contract management, content ingestion throughput, and brand guideline adherence.
* Created and managed the editorial calendar and content management database that informed content programming for the English-Language learning app. Maintenance of the calendar enabled the operations for four teams including metadata localization, content creation, and reader data dashboards—serving as a stopgap during the creation of internal tools.
* Leveraged UX research in collaboration with UX teams to develop content management systems and create user stories for new feature requests for the English-Language learning app.
* Served as SCRUM Master during team meetings to communicate new protocols, lead operation initiatives, and re-prioritize the Content Team sprint backlogs.

EXTENSIS GROUP, Woodbridge, NJ

**Communications Consultant** (2015)

* Guided small to mid-sized businesses in integrated human resources, benefits management, and risk management by strategizing marketing tactics to enhance brand awareness.
* Directed marketing communications, desktop publishing, and copywriting for PowerPoint decks with an emphasis on creating strategic narratives for each brand.
* Streamlined existing work processes by identifying areas for improvement as well as screening and selecting vendors for SaaS and content marketing services.
* Orchestrated marketing projects including strategic planning and execution of email programs, white papers, newsletters, presentations, and brochures.

UNIVERSITY OF NEW SOUTH WALES, Sydney, AU

**Research Administrative Assistant** (2014)

* Managed databases and records using HP TRIM and processed admissions applications.
* Supported Graduate Research School administrative team in organizing information, processing forms, and drafting documents including correspondence and meeting minutes.
* Developed process ideas with continuous improvement objectives e.g rewriting website copy targeted to research applicants where English is a Second Language. This resulted in a 20% decrease in incomplete applications and 25% decrease in FAQs sent to the general inbox.
* Managed multiple priorities simultaneously with no oversight and exceled in verbal and written communication, time management, and organization.

QUIDSI – AN AMAZON COMPANY, Jersey City, NJ

**Data Analyst** (2012 - 2013)

* Compiled, sorted, and verified data for e-commerce platform with success in influencing expansion of product lines.
* Assigned taxonomies and edited new product descriptions.
* Monitored data integrity and resolved errors by processing bulk imports and exports within content management system.

AEROPOSTALE, New York, NY

**Assistant Product Manager** (2008 – 2009)

* Managed costing reports and work status reports.
* Managed production schedules and reached quick solutions on pending production issues.
* Collaborated with cross-functional team members to resolve issues in a timely manner.
* Provided support to Product Manager by reporting key issues and taking complete ownership of smaller projects.

**Education**

KINGSTON UNIVERSITY, Kingston Upon Thames, United Kingdom

**Master of Arts (M.A.) in Creative Writing & Publishing**

BERKELEY COLLEGE, West Patterson, NJ

**Bachelor of Science (B.S.) in Fashion Marketing & Management**