



Liz Glazer

Advancing Your Mission Through Creative Communication

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Objective

I am a deadline-driven, creative thinker seeking to apply my communications skills to advance the mission of a public-serving institution, organization, or association.

Summary of Qualifications

- More than 10 years' experience in writing, editing, layout, design, and production for print and web
- Proven program development and project management skills
- Success in building professional relationships at all organizational levels—from senior staff to volunteer leadership
- Versatile multi-tasker who thrives under pressure
- Independent spirit who takes pride in producing high-quality work under tight deadlines

Education

Towson University

Baltimore, MD

Master of Science in Professional Writing
Bachelor of Arts in English, Writing Track

9/97 - 5/99
9/93 - 5/97

Work Experience

CSAB, Inc.

Baltimore, MD

5/09 – present

Executive Director: Responsible for ensuring the organization's consistent achievement of its mission and financial objectives. Duties span administration, budget, finance, internal and external communication, event planning, and volunteer management.

MDWIT

Baltimore, MD

9/08 – present

Creative Services Director : Working with staff, Board of Directors, and volunteer committees to advance Multinational Development of Women in Technology's mission to support the development of women in computing, information technology, and engineering. Managing websites, helping develop membership structure, planning and promoting events, designing and editing marketing materials, and generally supporting the work of volunteers.

Self-Employed Communications Consultant

Baltimore, MD

9/08 – present

Clients include **ABET, Inc.**, **National Wildlife Federation**, and **Lutherville Volunteer Fire Company**.

ABET, Inc.

Baltimore, MD

10/03 – 8/08

Communications Manager: Managed all public relations, publications, marketing, and general communications functions. Liaisoned board-level committees on outreach and diversity, annual meeting, awards, and public membership. Liaisoned volunteer and member society staff committees on comprehensive volunteer recruitment, selection, training, and evaluation project. Supported volunteers and ABET member societies in their accreditation activities. Facilitated communications among ABET stakeholders. Directed the work of Communications Specialist. Allocated 100K communications budget. Developed and launched monthly print newsletter; monthly electronic newsletter; series of promotional materials for use by accredited programs, including posters, brochures, and logos; and series of volunteer recruitment materials, including flyers, advertisements, powerpoint presentations, recruiter tip sheets, and webpage. Designed, organized, maintained, and monitored usage for primary public website of 140 pages. Designed and maintained websites for volunteer training, international activities, and ABET subsidiary (ECEI). Led

75th anniversary project, including research, editing, design, and production of comprehensive book on organization's history. Co-planned annual meeting with president-elect and staff, including developing topics, creating themes and marketing materials, soliciting papers, and managing speakers. Attended major public and business meetings of 60-500 participants annually to assist with registration, manage speakers, co-coordinate awards ceremonies, observe, and report on proceedings. Coordinated production of 400-page report and related publicity on major academic study of accredited programs. Crafted speeches, written addresses, and other communications for executive director, president, and other organization leaders.

ABET, Inc.

Baltimore, MD

6/01 - 10/03

Communications Specialist: Informed ABET constituencies—volunteers; institution presidents, deans, department heads, and faculty; member societies; government agencies; related societies; international constituents; and the public, including parents, students, industry, and others—about the activities and accomplishments of ABET through writing, editing, designing, and laying out quarterly newsletter, annual report, press releases, special reports, speeches, academic papers, articles, brochures, flyers, marketing mailers, training materials, meeting programs, powerpoint presentations, e-mail communications, and other publications. Worked closely with board leadership and executive director on organizational public relations and communications efforts. Edited large-scale grant proposals to the National Science Foundation, Sloan Foundation, and industry foundations, and fulfilled some reporting requirements for awards. Contributed content for website. Acted as staff co-lead for comprehensive new branding campaign, which included market research, logo redesign, core message creation, and style guide development, associated with organizational name change. Liaisoned volunteer task group on volunteer recruitment and selection. Chaired staff task group on intra-office communications. Assisted president-elect and staff in planning for annual meeting, including developing themes, writing session descriptions, and securing and working with speakers. Promoted meetings and workshops via developing themes, graphic identities, and constituent communications. Traveled to two-five major public and confidential meetings annually to assist with registration, manage speakers, co-coordinate awards ceremonies, and report on proceedings. Answered constituent e-mail sent through website. Liaisoned with print and promotional vendors.

Self-Employed Writer

Baltimore, MD

1/00 - 4/01

Clients included **SafeNet, Inc.**, public computer network security firm; **Protocol Driven Healthcare**, healthcare management technology developer; and **Maryland Public Television**.

Estimation, Inc.

Baltimore, MD

6/99 - 7/00

Communications Specialist: Strengthened corporate identity and fostered corporate and brand name recognition for software developer (now Maxwell Systems) through writing and/or editing all marketing and public relations materials, including press releases, corporate brochure, products and services spec sheets, trade publication articles, quarterly client newsletter, and corporate-to-client letters, event invitations, and company announcements. Produced sales leads from both clients and prospects through writing, editing, and, co-creating original concept of national direct mail campaigns, full-page color advertisements, trade show promotional materials, facsimile solicitations, and product and corporate descriptions for magazines, websites, and association directories.

Towson University

Baltimore, MD

9/97 - 9/99

Graduate Assistant: Promoted graduate program, kept students informed of industry and program developments, and encouraged student-faculty interaction by writing and laying out quarterly program-focused newsletter under the direction of the program director.

Computer Skills

Microsoft Windows, Office, Access, FrontPage

Adobe Acrobat, Photoshop, ImageReady, Illustrator, PageMaker, InDesign, Dreamweaver

Quark Xpress

Basic Java Script

CVENT

Additional References and Portfolio Available at www.lizglazer.com.