

# Andrew J Glagolev

Portfolio: [ajglagolev.com](http://ajglagolev.com)

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## Experience

### Targeted Victory

Copywriter/Content Strategist/Director

Boston, MA  
December 2018 – Present

- Authored and co-authored op-eds and long-form storytelling pieces for distinguished figures such as a notable 2024 presidential candidate and the founder of a leading US nonprofit.
- Led collaboration with the internal production team to oversee the development of dynamic video and static assets, strategically utilized across both internal and client digital platforms.
- Drove content strategy and served as the lead copywriter for a Fortune 500 client within the Consumer Packaged Goods (CPG) sector, crafting compelling narratives that resonated with target audiences and elevated brand presence.
- Orchestrated end-to-end video production for social media and web platforms, from conceptualization to execution, including script development, crew hiring, location scouting, and oversight of post-production processes, fostering brand visibility and engagement across major trade organizations.
- Led the creation of a virtual testimonial product, innovatively addressing challenges posed by COVID-19 shutdowns and enabling the seamless continuation of client and stakeholder storytelling initiatives amidst restrictions on traditional on-site production methods.
- Collaborated closely with web development teams to conceptualize and deliver comprehensive web experiences for a diverse portfolio of clients, including a 2024 presidential candidate, driving online engagement and enhancing digital brand presence.
- Led the conceptualization and execution of creative strategies for a high-profile book launch event, instrumental in propelling the book onto the New York Times Bestsellers List.
- Developed comprehensive brand guidelines for a 2024 US presidential candidate, ensuring consistent messaging and visual identity across all campaign materials and platforms.

### The Water Coolest

Co-founder/Writer/Editor

Boston, MA  
September 2017 – January 2021

- Co-founded and served as co-head writer for a business newsletter, which married humor with financial news demonstrating entrepreneurial acumen and editorial leadership.
- Established and refined the tone of voice for the newsletter.
- Instrumental in driving the organic expansion of the newsletter, successfully scaling the subscriber base to exceed 100K, reflecting effective content strategy and audience engagement tactics.
- Sold newsletter in 2021 to Barstool Sports.
- After the sale, I was offered the position to run a sports gambling newsletter at Barstool.

### The Boston Consulting Group

Social Media Specialist

Boston, MA  
January 2016 – December 2018

- Led the formulation and implementation of BCG's global social media strategy, overseeing brand channels to enhance online presence and engagement on a global scale.
- Authored and curated compelling content tailored for diverse social media platforms, fostering brand visibility and resonance with target audiences.
- Conceptualized and executed holistic campaigns across BCG's international social media channels, driving impactful messaging and amplifying brand awareness.
- Crafted detailed creative briefs to guide the visual services team in generating captivating content, ensuring alignment with BCG's overarching online narrative.
- Pioneered a new brand storytelling initiative, enriching BCG's social media presence with engaging narratives and fostering deeper connections with audiences.

- Collaborated closely with designers to revamp BCG's visual identity across social media platforms, ensuring consistency and alignment with brand guidelines.
- Successfully orchestrated paid social campaigns across various platforms, optimizing reach and engagement to meet strategic objectives and drive business outcomes.

**TBWA\Chiat\Day NY**  
Content Director

New York, NY  
Sept 2014 – Dec 2016

- Crafted innovative social media strategies and creative campaigns for renowned brands including NBCUniversal, beIN Sports, Michelin, and McDonald's, driving brand visibility and engagement across digital platforms.
- Oversaw and cultivated vibrant social media communities for prominent clients such as Kraft Dressings and Mr. Peanut, managing interactions and fostering brand advocacy on Facebook, Twitter, and Tumblr.
- Presented compelling social and digital creative strategies and activations to clients, showcasing innovative approaches to achieve campaign objectives and enhance brand presence.
- Developed comprehensive social media guidelines for agency social pages, ensuring consistent messaging and alignment with brand standards across all digital touchpoints.
- Collaborated closely with designers to produce captivating social assets tailored to the unique needs and preferences of key clients, optimizing visual storytelling and brand communication.
- Played a pivotal role in implementing internal diversity initiatives in collaboration with the Chief Diversity Officer, organizing and facilitating diversity seminars featuring esteemed industry leaders such as Julie Rice of SoulCycle, Brandon Steiner of Steiner Sports, and Keith Ferrazzi of Ferrazzi Greenlight.
- Reported directly to the Chief Strategy Officer.

## Education

**State University of New York at Geneseo**  
Bachelor of Science in Business Administration  
Member of the Varsity Lacrosse Team

January 2011 – May 2013

**Drexel University**  
Business Administration Major  
Member of the Varsity Lacrosse Team

September 2009 – May 2010

## Skills

- Proficient with Hootsuite, Percolate, and Sprinklr Social Media Management software
- Experience with both Mac and Windows Operating Systems
- Proficient in working with Microsoft Office and iWork software