

JOE GLASER

PROJECT MANAGEMENT LEADER

EXPERIENCE

SR. PROGRAM MANAGER

Quigley-Simpson Mar 2021 - Present

- Led eight-person CRM production team to build and deliver over one million targeted email, push, and in-app messages per month for NBCUniversal suite of mobile apps
- Led Project Management and Creative Development for 4,000-page website overhaul project for ProMedica Health
- Led internal Creative/UX teams and agency partners (Brand, SEO, and Social Media Advertising) to launch a DTC e-commerce program for a multinational client

PROGRAM MANAGEMENT CONSULTANT

Joseph Glaser Consulting Apr 2018 - Present

- Co-Founder of mobile app designed to introduce novice investors to cryptocurrency and help them make better decisions
- Led a small team of producers and creatives to launch ambitious, multi-year web/mobile project, the Neil Young Archives fan club
- Directed content development and editorial for an automotive blog that generated over 100k unique keywords and over 15x increase in organic search growth

SR. DIRECTOR, PROJECT MANAGEMENT

Warner Records Nov 2016 - Apr 2018

- Directed six-person Project Management and Interactive Production team to deliver web/mobile campaigns for 140+ artist roster
- Successfully launched hundreds of worldwide digital campaigns while strengthening relationships with service providers such as Spotify, Apple, and Amazon
- Led effort to adopt agile methodology and championed process efficiencies that resulted in 50% increase in production efficiency and 90% reduction in email volume

CREATIVE PRODUCER

Topspin Media Apr 2014 - Oct 2016

- Hired and managed team of freelance creatives and web developers to produce music and merchandise campaigns generating seven-figure revenue for A-list artists and music labels
- Managed artist-to-fan communications, responsible for over 35 million unique fan email addresses and conducting A/B tests to increase click-through-rates and sales conversion
- Managed relationships with major record labels and management agencies representing some of the biggest names in music

FOUNDER / MUSICIAN

Alma Desnuda Oct 2008 - Dec 2013

- Recorded and released multiple albums, developed merchandise lines and digital products, and managed direct fan communications and social media for a fan base of 10,000+
- Produced crowdfunding campaign that raised \$55,000

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Los Angeles, CA

SKILLS

Project/Program Management
Product Owner
Creative Production
Digital Marketing
Web/Mobile Interactive Experiences
Cryptocurrency & NFTs
Requirements Gathering
Stakeholder Management
UX/UI
User Research
Social Media
E-Commerce
Agile Development
JIRA
Asana

EDUCATION

BACHELOR OF SCIENCE

University of California, Davis Dec 2003

Computer Science, B.S.