

## PROFILE

Engaging, award-winning editor/writer/photographer/communicator with more than 15 years experience in management. Have built programs from the ground up, reinvigorated existing initiatives and platforms, and developed new revenue streams in the non-profit and association publishing world.

## CAREER HIGHLIGHTS

- Have led management teams at multiple organizations, increasing quality and productivity of staff and departments.
- 60 individual awards from state and national organizations for writing, design, photography, and communications/marketing projects.
- Named to FOLIO: 40 as one of “The Most Influential People in the Industry” (publishing) in 2007.

## EXPERIENCE

**COOK CONSULTANTS/GLENN COOK PHOTOGRAPHY, Lorton, VA. 2013-present**  
Freelance editor, writer, photographer and publishing consultant. Clients include American Association of School Administrators, ASCD, Fox Associates, Graduate Management Admissions Council, Metropolitan School of the Arts, Minority Corporate Counsel Association, National Association of Secondary School Principals, National School Boards Association, University of South Florida College of Engineering, among others.

**NATIONAL SCHOOL BOARDS ASSOCIATION, Alexandria, VA 2001 - 2013**

**Publisher and Executive Editor/Asst. Executive Director-Communications (2009 – 2013)**  
Directed and supervised internal and external communications, publications, and in-house creative services departments (10 staff and \$1.45 million budget at peak). Oversaw *American School Board Journal* and NSBA Publications, including *Urban Advocate* magazine, topical anthologies, e-newsletters and conference daily.

- Successfully transitioned magazine from editorially independent B-to-B/association hybrid to one that served the organization’s needs while maintaining credibility with readers.
- Co-authored *Telling Your Story*, a communications guide for school board members.
- Supervised consolidation and rebranding of various print and e-publications.
- Served two terms on Association Media and Publishing Board of Directors, helping organization in rebranding and membership efforts.

**Director of Publications/Editor-in-Chief (2006 - 2009)**

Directed and supervised editorial and production staff in creation of *American School Board Journal*, the newspaper *School Board News*, special reports/supplements, and related websites. (\$1.2 million budget, with seven direct reports). Assisted publisher as liaison to outside ad sales firm.

**Managing Editor, Publications (2001 – 2006)**

Supervised three-person editorial staff and freelancers while also writing and editing feature stories, news analyses, and news stories on education trends.

- Conceptualized and wrote bulk of award-winning 50-page report on 50<sup>th</sup> anniversary of *Brown v. Board of Education*, which was reprinted and distributed in urban districts across the U.S. by McGraw-Hill Education.
- Served 10 years (2002-2010, 2012-2013) on National Teacher of the Year selection panel

### Recognition:

- Staff received 30 national awards for excellence in writing, layout, and design from 2006-2012.
- 14 individual awards for feature, news, and editorial writing from 2002 to 2009

**ROCKINGHAM COUNTY SCHOOLS, Eden, NC****1996 - 2001****Director of Communications/Public Information Officer**

Developed internal and external communications/media relations plan for 14,000-student school district, including award-winning "Life Ready" marketing campaign. Served as district spokesman with media, and led training sessions in district and across state on media relations/crisis management. Produced (writing, photography, layout) all internal/external publications.

**Recognition:**

- 37 individual awards and honorable mentions from state and national organizations, including the National School Public Relations Association, for various communications products.
- Chaired marketing panel for statewide School to Work/JobReady program.

**SOUTHERN NEWSPAPERS INC.****1989 - 1996****Managing Editor: *The Reidsville Review* (1993 – 1996)**

Coordinated and produced editorial product for 7,200-circulation weekday newspaper, including management of 4.5 staff, budget creation and supervision, and writing/layout/design.

**Managing Editor: *The Angleton (Texas) Times* (1992 – 1993)**

Coordinated and produced editorial product for 2,600-circulation weekday newspaper, including management of 3.5 staff, budget creation and supervision, and writing/layout/design.

**City Editor: *Texas City Sun* (1989 – 1992)****Recognition:**

- Nine individual and five staff awards for writing, photography, layout and design from the Associated Press Managing Editors (Texas), North Carolina and Texas Press Associations.

**EDUCATION**

**Bachelor of Arts-Journalism**, University of Houston, 1991

**PROFESSIONAL ORGANIZATIONS**

Association Media and Publishing (formerly SNAP)  
Education Writers of America (EWA)  
National School Public Relations Association (NSPRA)  
Professional Photographers of America (PPA)

**SKILLS/INTERESTS**

Proficient in social media software (Facebook, Twitter, LinkedIn, Pinterest), Photoshop/Lightroom, Aperture, Microsoft Office, Quark, iMovie. Outside interests: Blogging, theater/arts/music, bicycling, softball

**MORE INFORMATION**

For recommendations from supervisors and colleagues, visit my LinkedIn profile at [www.linkedin.com/in/glenncook3/](http://www.linkedin.com/in/glenncook3/)