

Glenna B. Musante

Writer

8440 Central Dr.
Raleigh, NC, 27613

Glenna@MusanteCommunications.com
919 604-7213

IMPACT

With over 700 bylines to my name, I am known for crafting a strong, visual read that uses carefully researched facts to tell a fluid, compelling story. From a recent travel story about the oldest cafe in Paris to a textile industry trade article warning about forever chemicals (PFAS) in drinking water, I dive into writing projects with enthusiasm and skill.

SIGNIFICANT ACCOMPLISHMENTS

- Since 2013, I have won four international writing awards (Tabbies) from TABPI for long-form business magazine feature writing.
- Highly skilled at writing long and short form features for magazines, newspapers, trade publications, as well as content for websites, blogs, industry “members-only” newsletters and social media. Also adept at micro-blogging and writing to enhance SEO.
- Provided literary management for award-winning *Palisades Magazine*. Wrote feature articles, worked with publisher and managing editor to plan content.
- Book proposal written (as a ghost writer for a celebrity) in the spring of 2024 and sent to 7 agents May 2024 netted two inquiries from New York Literary Agent – one asking for much more information, and another expressing interest in representing us.

EMPLOYMENT EXPERIENCE

Writer, Nouvelle, LLC, Raleigh NC

June 2006 to Present

I have a solid background in print journalism as the staff writer for two major daily newspapers and as a freelance writer. Capabilities include:

- **Magazine news feature writing:** Topics covered include the intersection of fashion and climate change, textile science, economic development, true crime, PFAS in water resources, regenerative farming, global cotton production, offshore apparel production, fine dining, book reviews, CEO Interviews.
- **Travel, destination and weddings writer** for a variety of publications: Highlights include my article in Southern Bride and Groom on tips for having a bachelorette party in Charleston, SC. Although written in 2014, that article remains one of the most viewed on the magazine’s website.

Publicist and Marketing Communications Strategist, Nouvelle, Raleigh, NC

June 2006 to 2012; June 2014 to Present

- Marketing Communications strategist, blogger, website consultant, re-branding manager and house writer for a major US trade association.

- Provide marketing communications strategies (PR, blogging, web content, marketing advice, social media, SEO) for companies in the US textile industry.
- **Craft speeches, brochures, web, and social media content, which drive sales and establish name recognition for clients.**
- Research and write case studies on a variety of technical topics—ranging from military textiles to sustainable land development.

Features Editor, News Writer & Science Writer, AATCC, RTP, NC

Feb. 2012 to June 2014

- Covered all facets of the vast \$1,500 billion (annual) global textile industry. Authored in-depth articles that reached thousands of readers in over sixty countries.
- **Provided key information for decision making to industry leadership by continually scanning global textile industry to research, track, and author articles** about industrial pollution, water scarcity, sustainable manufacturing processes, supply chain transparency, nanotechnology, smart fabrics, military textiles and more.
- Edited science research papers for industry e-journal to ensure accuracy.
- Managed several key public relations and marketing programs for the association.

PR Director, MSA, Raleigh, NC

July 2000 to June 2006

- **Built and managed busy public relations division of large regional ad agency, providing writing and PR services credited with ensuring continued contracts worth \$26 million annually with agency's main accounts including Subway restaurants.**
- Managed East Coast local community relations and PR for Subway, generating hundreds of positive print and broadcast stories publicizing Subway's support for the American Heart Association's annual Heart Walks.
- Extensive writing of guest columns, columns, magazine articles, newspaper articles, white papers, case studies, website content, blog content and press materials, building market share and driving brand recognition for multiple clients.
- Developed highly effective marketing/communications/PR programs for public health campaigns related to nutrition, heart disease and life-saving radiologic procedures.

Summary of Previous Work

Freelance writer for numerous publications including **The New York Times**; consumer issues columnist and reporter for **The Connecticut Post** (Bridgeport, CT); News Director for **WPKN, FM** (Bridgeport, CT), and staff writer for **News & Observer** (Raleigh, NC).

EDUCATION

- University of Bridgeport, Bachelor of Liberal Arts, Communications Focus, 3.67 GPA
- Duke University, master's degree work – 3.9 GPA

- North Carolina State University College of Textiles - Textile Fundamentals, Dec. 2012
- Trained in AP Style; experienced using Chicago Style