

Krista Glasser

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Senior Content Strategist

PROFESSIONAL SUMMARY

Content strategist with 10+ years of experience building scalable content programs for B2B organizations. Journalism-trained storyteller passionate about transforming complex expertise into engaging, educational content that builds trust, supports business growth, and extends the value of every idea.

CORE EXPERTISE

- Content Strategy
- Editorial Planning
- Content Repurposing
- Executive Thought Leadership
- AI-Assisted Content Creation
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

CI Web Group

Sept 2021 to Present

Communications Manager

- Developed content strategies that transformed executive insights into multi-channel campaigns, extending their reach across digital content and thought leadership.
- Partnered with executives and subject matter experts to uncover compelling stories and translate complex topics into engaging educational content.
- Launched and grew the Catalyst for the Trades podcast, developing a repeatable content strategy that repurposed every episode into articles, newsletters, social media, and video content.
- Built scalable editorial workflows supporting podcasts, webinars, newsletters, blogs, and more than 150 multimedia productions across three brands, improving production efficiency and consistency.
- Integrated generative AI into research, writing, editing, and content operations, increasing production capacity while maintaining editorial quality, brand voice, and strategic alignment.
- Managed editorial calendars across multiple brands, coordinating executives, designers, video teams, and external partners to deliver consistent, on-brand content across channels.

Cascade Insights

Jan 2021 to Sept 2021

Marketing Specialist

Produced thought leadership content for B2B technology clients, including blogs, white papers, and how-to guides, while editing research and marketing content for accuracy, consistency, and style.

ForaCare Inc.

Feb 2019 to Jan 2021

Marketing Specialist

Developed healthcare marketing communications, customer education materials, and product messaging supporting medical technology products across digital and print channels.

EDUCATION

Master of Arts, Specialized Journalism

June 2013

University of Southern California

Bachelor of Arts, Journalism

June 2011

California State University, Northridge

TOOLS & PLATFORMS

AI

ChatGPT | Claude | Gemini | Manus | Castmagic | Opus Clip | Lovable

Platforms

WordPress | Webflow | Asana | Sprout Social | Canva | Microsoft Office | Google Workspace