

Contact

www.linkedin.com/in/wgluckin
(LinkedIn)

Top Skills

Social Media
Public Relations
Intercultural Communication

Languages

German (Professional Working)

Will Gluckin

Head Of Communications at Pitch
Berlin Metropolitan Area

Summary

I build and manage reputation for brands by crafting narratives and campaigns that make an impact, and help leaders find the words to make world-changing ideas stick.

Experience

Pitch
Head Of Communications
February 2021 - Present (1 year 2 months)
Berlin, Germany

GetYourGuide
3 years 8 months
Head Of Communications
February 2020 - December 2020 (11 months)
Berlin, Germany

I built PR, corporate communications and social media from the ground up at GetYourGuide, a leading global travel brand and European technology unicorn. As a founding member of the Brand team, I participated in scaling the function from scratch to a department of 35+ marketers and creatives.

PR & Communications Lead
November 2018 - February 2020 (1 year 4 months)
Berlin Area, Germany

PR & Communications Manager
May 2017 - November 2018 (1 year 7 months)
Berlin Area, Germany

Bateman Group
2 years 1 month

Senior Media Associate
August 2016 - May 2017 (10 months)
Greater New York City Area

In August of 2016, I joined Bateman Group's Media Practice, a specialization with an increased focus on developing relationships with top-tier business and trade media, and on serving as a resource within the agency on media relations strategy and tactics.

Senior Associate

May 2015 - August 2016 (1 year 4 months)

Greater New York City Area

We're an independent PR firm with offices in San Francisco and New York. Our content-led approach to PR combines storytelling and innovative thinking, backed by data. We help technology brands turn their innovation into stories that build a solid foundation for market leadership and growth.

My responsibilities include driving press coverage for clients by developing relationships with key journalists, leading outreach strategy for corporate news & announcements, positioning executives and experts as thought leaders through contributed content and speaking engagements, and conducting strategy workshops to refine competitive messaging and craft story ideas.

Hotwire PR

1 year 11 months

Senior Program Executive

January 2015 - May 2015 (5 months)

Hotwire is a global PR and communications agency focused on the technology sector.

Provided strategic PR counsel and manage media and influencer relations to a range of tech-enabled brands. Duties and experience included acting as chief liaison between my clients and relevant industry press, designing and leading messaging workshops to craft media strategy around business and marketing challenges, composition and promotion of press releases and contributed content, event/conference press coordination, and analyst relations.

Key clients of mine at Hotwire included digital commerce brands (Indeed.com; Marriott Hotels, Rakuten; Red Bull Media House; WorldRemit) enterprise/B2B tech solutions (Pegasystems; Redwood; Acision; Tradier), hardware/manufacturing vendors (Proto Labs; CommScope) and more.

Secured interviews, coverage and contributed articles for clients in top-tier print, online and broadcast media, including the New York Times,

Wall Street Journal, CNBC Closing Bell, FOX Business, Bloomberg, NPR, Forbes, Fortune, Fast Company, Entrepreneur and more, as well as leading technology media such as TechCrunch, WIRED, and Engadget.

In February and March of 2015, I completed Hotwire's Global Mobility Program, spending 4 weeks in the Munich and Frankfurt offices of Hotwire Germany to gain experience with European media relations and PR strategy.

Program Executive

January 2014 - January 2015 (1 year 1 month)

Associate Program Executive

July 2013 - January 2014 (7 months)

Chlopak, Leonard, Schechter & Associates

Public Affairs Intern

January 2013 - May 2013 (5 months)

Chlopak, Leonard, Schechter & Associates is a top-tier public affairs firm specializing in legal, political, crisis and international communications for a wide array of clients, including Fortune 500 companies, trade associations and foreign governments.

I assisted in the development and implementation of communication strategies for CLS clients through research and analysis of short-term and long-term media coverage, event planning, media list building, and coverage of relevant Capitol Hill events and panel discussions.

Cognito

Business Development Intern

July 2012 - August 2012 (2 months)

After returning from a semester abroad in Berlin, Germany, I interned for Cognito's Business Development team, taking on the task of streamlining and updating the firm's sales contact database. I accomplished this by designing and implementing a project workflow that enabled me to research and update over 1,800 contacts in six weeks. In tackling this assignment, I gained valuable exposure to the challenges of a complex, unstructured project, and was afforded the opportunity to present my work to the entire New York office at the conclusion of the internship.

Cognito

Public Relations Intern

December 2011 - February 2012 (3 months)

New York City

In my first two months at Cognito, I interned under a team managing several of the firm's public relations accounts. In this capacity, I learned many of the fundamentals of PR, and provided support to the team by researching media, compiling press clippings, and maintaining the firm's dedicated PR analytics software.

Wave Hill Breads

Farmers Market Representative

June 2008 - August 2010 (2 years 3 months)

I represented Wave Hill Breads at various farmers' markets throughout the state of Connecticut. I managed vendor tents, interacted with customers, sold bakery products and accounted for profits.

Education

The George Washington University

B.A. (magna cum laude), Communications, German Language & Literature · (2009 - 2013)

Humboldt-Universität zu Berlin

German Language and Literature · (2012 - 2012)

Wilton High School

H.S. Diploma · (2007 - 2009)

Zurich International School

· (2005 - 2007)