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## **JENNIFER AZLANT** \* antiracist \* she/her \*

Storyteller, editor, researcher, interviewer, and strategist. Business owner, investor, and instructor. Concentrated cultural and movement enthusiast.

I'm passionate about using language to connect, inform, and engage our minds with innovative style and impactful reach. And I'm devoted to the anatomical, physiological, and functional studies and techniques that unlock and repattern our bodies for increasing nuance and freedoms.

### **PUBLISHING & MEDIA EXPERIENCE**

#### **Cocoon**

*Editorial Research, Storytelling* // October 2020 - Present

- Research and insight on concept, structure, format, and thematic of app-based storytelling at all stages of development to offer increased value in production quality, creativity, audience, and investment
- Conduct weekly interviews with prospective, current, and churned members in a dual effort to evolve the product and share member stories; manage audio/visual/written recordings and transcripts for variable formatting and release; prepare additional weekly review with internal team for feedback, learning, and development
- Editorial insight for web and app-based communications, correspondence on behalf of the CEO and co-founder; consistency of brand tone, voice, style

#### **Independent Research & Consulting**

*Writing, Editing, Research, and Strategy* // November 2019 - October 2020

- Developmental and line editing for tone, voice, and consistency, in mediums print, digital, audio and at any stage of proposal, outline, proof of concept, manuscript, treatment, adaptation, or script
- Research for narrative structure, character development, thematic, plot, story arc; historical and/or factual accuracies
- Interviewing for community efforts, storytelling consideration, strategic feedback for organizations and individuals
- Insight and recommendations for storytelling outlets, platforms, and pitching based on comparative research and trends in readership, listenership, and wider media trends

#### **Pod People**

*VP, Development* // June - November 2019

- Researched and consulted on concept, structure, format, and thematic of independent and branded podcasts at all stages of development to offer increased value in production quality, staffing, creativity, listenership, and investment
- Managed inbound and prospective clients, prepared full notes for PP Founder and CEO, created tailored decks with proposed directions and solutions for clients and shows
- Ran tightly focused meetings, schedules, and objectives for clients based on respective goals, timelines, and budgets; delivered timely and effective notes, feedback, and edits on scripting, recording, talent, guests, and voicing
- Directed invoicing and payment for licensing, recording and third party IP; led core team weekly notes and updates; attended industry-wide events, happy hours, and conferences (Pod People, Werk It, Hot Pod, Third Coast, KCRW Radio Race) engaging prospective and current community members, clients, and experts in the field

#### **Headspace**

*Managing Editor, Podcasts* // January - June 2019

- Founding member of a newly minted, standalone audio team to pursue podcast development and acquisition strategies
- Developed and produced "The Practice" to highlight practical, unfussy, and relatable aspects of mindfulness, meditation, and mental health with members of the Headspace community, athletes, comedians, educators, and entrepreneurs
- Oversaw two audio studios, to include the production, scheduling, and talent management required for recording branded audio programming
- Developed a slate of audio programming, to align with company metrics, brand voice, and editorial verticals; pitched an intimate show following the US Women's Soccer Team in the lead up of the 2019 World Cup and in conjunction with a customized mental training plan developed by Headspace, the first of its kind

- Represented Headspace at major national conferences, engaging prospective talent and ongoing partnership and acquisition opportunities (On Air, Hot Pod Summit, Werk It, Sound Education)

*Editorial Strategist // January 2018 - January 2019*

- Developed company-wide content strategy, driving Headspace's expansion beyond meditation into new verticals
- Launched Sleep by Headspace, a highly "addictive" and patentable sleep experience developed through human-centered design, yielding 3X higher engagement than the core meditation product, operating both in-app and on smart speakers
- Ran team meetings, established and organized weekly content release cycle, and integrated promotional planning, breaking niche topics like "mindful eating" and "mindful walking"—series that drove high levels of engagement for dormant users and into the top 10 most-used courses in-app
- Helped manage up to 40 people, including Design, Production, Strategy, and Social Media, and Standards teams, to include recruiting and hiring additional staff, coordinating presentations, and facilitating career development and coaching; crafted a unique and humane 1:1 document for all team members reporting to the VP of Content that was widely adopted elsewhere in the company

*Editor // December 2016 - January 2018*

- Commissioned, edited, and titled 350+ blog pieces in accordance with AP style; published according to deadline using WordPress, ensuring accurate, science-driven wellness in line with larger company goals and metrics
- Launched and co-hosted in-house podcast, providing insight and suggestions for current and potential users, generating 2.68M listens within the first six months; edited files for clarity and brand messaging, published and promoted to all necessary channels and outlets
  - Assisted on first editorial partnership with Nike, helped maintain weekly publishing on the Nike+ Training Club app
  - Managed production of assets and copy and collaborated with creative and data teams to ensure timely delivery for content newsletter reaching 35K signups and maintaining consistent open rates of over 50%
- Managed onboarding, administration, and ongoing relationships with 200+ contributors; developed new pitches; managed the invoicing and budgeting processes, ensuring that contributors were paid efficiently and redundancies were eliminated when liaising with the finance team
- Awarded NewsCred's Top 50 Best Content Marketing Brands (both 2017 & 2018) for the Headspace blog
- Analyzed blog and social data and created reports to inform and evolve strategy; optimized and refreshed older, evergreen pieces for SEO and other branding opportunities; ensured accuracy of content for archival systems
- Provided ongoing support for customer service team, bridging a gap between customer support and the editorial team

### **Independent Research & Consulting**

*Writing, Editing, Research, and Strategy // September 2011 - November 2016*

- Wrote, edited, and created consistent content and storytelling across printed and digital media (clients including *New York Magazine*, *Bitch Magazine*, *Creative Mornings*, *Red Frog Athletics*, *StudioX Fitness*, *Design Week Portland*)
- Edited for sensibility and grammar, maintained and evolved the brand voice and style guides for a given company, author, or publication in conjunction with teams of designers, journalists, and athletes

### **Simon & Schuster, Inc.**

*Subsidiary Rights // August 2010 - August 2011*

- Created submission letters and routed manuscripts and galley proofs for domestic serial consideration for Scribner and Free Press imprints
- Negotiated terms with licensees; initiated and tracked contracts with international publishers and licensees; managed production files, invoices, reorders, spec sheets for two imprints simultaneously; maintained databases, royalties, foreign editions, rights guides and created efficiencies for annual international book fair scheduling and reporting

### **Maria B. Campbell Associates, Inc.**

*Literary Scouting Associate // Summer 2010*

- Read and reported on two to three books and/or manuscript proposals per week (English and Spanish); coordinated and distributed manuscripts and reader reports to international publishers and prospective clients
- Liaised with foreign rights departments to facilitate and drive foreign sales
- Tracked publicity and sales and maintained company database
- Researched potential new authors and projects; analyzed and reported on reading and sales trends across international

markets

### **Columbia University Press**

*Sales and Marketing Assistant, Electronic Products* // January 2008 - April 2010

- Marketed and sold online academic databases; created tutorials for prospective academic users; translated legal licensing for Spanish and South American clients; provided demonstrations of academic products and engaged with prospective and current users and contributors at academic conferences (ALA Midwinter and Annual 2008, APSA 2008, AAG 2008, MLA 2008, AEA 2009)

*Publicity Intern* // Fall 2007

- Coordinated awards, mailings, and reviews of current and future academic titles
- Ran calendars and schedules for front and backlist author events

## **YOGA INSTRUCTION & CERTIFICATIONS**

- *Group and Private Instruction, Vinyasa, Restorative, Prenatal, Yin Yoga* // March 2013 - Present
- *RYT-200 Hatha Vinyasa Certification, Kula Yoga Project* // February 2013
- *Applied Anatomy Training, Lauren Haythe, RYT, KMI* // June 2013
- *30-Hour Yin Yoga Teacher Training Foundation, Josh Summers, Lic. Ac., RYT 500* // August 2013
- *Yoga Anatomy: Principles I, II, III, The Breathing Project, Leslie Kaminoff, RYT* // Fall 2013 - Spring 2014
- *Prenatal Yoga Teacher Training, Lara Kohn Thompson & Beth Donnelly Caban, RYT 500* // May 2014

## **INDEPENDENT BUSINESS EXPERIENCE**

### **Jackrabbit Studios, LLC**

*Owner, Founder* // August 2020 - Present

- Manage, maintain, and renovate as necessary, a five acre artist sanctuary in Joshua Tree, California
- Cultivate and honor the spaces and efforts required for makers of all kind to retreat and also: create
- Make strategic decisions around community development and environmental preservation

### **Villas of Los Gatos, LLC**

*Co-Owner, Founder* // April 2011 - Present

- Manage, maintain, and renovate as necessary, residential rental properties in Silicon Valley, California
- Supervise the legal, fiscal, and accounting matters required in forming and the ongoing operation of a business to include managing contract and full time employees, budgets, timelines, and designs
- Make strategic decisions in times of urgency on fiscal, environmental, and project-based priorities and allocations

## **EDUCATION**

**Columbia University Graduate School of Journalism**, Columbia Publishing Course, New York, NY

*Summer 2009*

- Six-week program focusing on all aspects of book, magazine, and new media publishing

**Boston University**, Editorial Institute at Boston University, Boston, MA

*September 2006 - January 2008*

- M.A. in Editorial Studies
- Recipient of GRS Graduate Scholarship: Andrew Mellon Distinguished Achievement Award
- Thesis: "A Selection and Translation of letters to Juan Goytisolo" – visited Stanford University, the Diputación Provincial in Almería, Spain to incorporate primary source manuscripts, photographs, and letters
- Coursework: Textual Scholarship: annotation, bibliography, paleography, typography, criticism, revision, modernization; History and Future of the Book: concepts of authorship, censorship, and control of the press; Introduction to Editing and Publishing: commissioning, copy-editing, author-relations, index, design

*September 2002 - June 2006*

- Dual B.A. in Hispanic Language and Literatures; Philosophy

- Recipient of Founders Grant Scholarship

### **Universidad Autónoma de Madrid, Madrid, Spain**

*Spring 2005*

- Coursework: History of the Spanish Lexicon, History of the Spanish Culture, and Anthropology of Spanish Art
- Thesis: “Como hablan las mujeres”

## **SKILLS & PROFICIENCIES**

- Conversational/Fluent Spanish
- Microsoft Office; Google Suite; InDesign; Slack; Zoom; Trint; Otter.ai; Trello; WordPress; Parse.ly; JIRA; Notion; Simplecast; HubSpot; Backtracks.fm
- Holding planks, giving thanks, reading lips, assorted resiliences

## **SELECT COMMUNITY AFFILIATIONS**

- Member, The Dinner Party, [www.thedinnerparty.org](http://www.thedinnerparty.org): a worldwide community of 20- and 30-somethings who have each experienced the loss of a parent, partner, child, sibling, other close family member, or close friend // October 2019 - Present
- Volunteer, Vote Save America, <https://votesaveamerica.com> : The Vote Save America team worked with strategists, campaigns, and activists on the ground to deliver a clear step-by-step process to winning 2020 // April 2020 - Present
- Member, Listeners Club, Get Together, <https://gettogether.world/listeners-club> : A braintrust of **People & Company/Get Together** devotees, helping to send up the stories of ordinary people building extraordinary communities // August 2020 - Present
- Annual Supporter & Rider, Climate Ride, [www.climateride.org](http://www.climateride.org): a 501(c)(3) nonprofit organization that organizes life-changing charitable biking and hiking events to raise awareness and support sustainability, active transportation, and environmental causes// May 2018 - Present
- Volunteer, Activist, Surfrider Foundation, <https://la.surfrider.org>: tackling plastic pollution, addressing poor water quality and opening locked gates so everyone can enjoy the beach// January 2017 - Present
- Investor, Hapas Brewing Company, [www.hapasbrewing.com](http://www.hapasbrewing.com): craft brewery and taproom // July 2016 - Present
- Member, Former Book Club Co-host, WAMINNYC, Women, Action, and The Media, [www.wamnyc.org](http://www.wamnyc.org): an organization which connects and supports media makers, activists, academics, and funders working to advance women’s media participation, ownership and representation// January 2012 - Present
- Volunteer & Ongoing Monthly Supporter : Finance, Accounting, Clinic, Planned Parenthood, [www.plannedparenthood.org](http://www.plannedparenthood.org): delivers vital reproductive health care, sex education, and information to millions of women, men, and young people worldwide// November 2015 - Present
- Ongoing Monthly Supporter, ACLU, [www.aclu.org](http://www.aclu.org): working in the courts, legislatures and communities to defend and preserve the individual rights and liberties guaranteed to all people in this country by the Constitution and laws of the United States// January 2016 - Present
- Annual Supporter, Yellowhammer Foundation, [www.yellowhammerfund.org](http://www.yellowhammerfund.org): a 501c3, envisions a society in which reproductive decisions are made free from coercion, shame, or state interference, a society in which individuals and communities have autonomy in making healthy choices regarding their bodies and their futures// 2017 - Present
- Volunteer: Workshops, Writing, Tutoring, 826NYC, [www.826nyc.org](http://www.826nyc.org) // November 2008- November 2009

## **WHAT I LOVE**

- Helping others develop their careers, hone their interests, speak their minds, release their bodies, and deepen their breaths
- Hiking, cycling, surfing, running, camping, and backpacking; wildlife and native plants; national parks and natural wine
- Individually tailoring book recommendations for others
- Jazz, and the Queens of the pre-rock American songbook
- List-making, goal-setting, and card-writing
- Serving as a godmother, and developing ongoing rituals; intergenerational friendships and wisdom
- Devouring newsletters and podcasts—and championing/forwarding them to whomever might benefit
- Interviewing, listening, and sharing poetry aloud
- Connecting and referring humans and resources for expertise, curiosities, and support

- Neuroplasticity, growth mindsets, meditation, and inversions of every kind