



WORD MEDIA MANAGEMENT, LLC

BECAUSE A BRAND IS MORE THAN A WORD

Anika Glenn, Account Director

Anika Glenn is a key asset in the growth and development of Word Media Management. She specializes in client development and delivers optimal results through strategic planning. With Anika leading the effort to establish client partnerships through her irreplaceable ability to anticipate client needs, the firm has established strong client relationships.

Before joining Word Media Management in 2002, Anika cultivated her marketing and communications skills in the areas of consumer and employee relations as a marketing and customer service representative for Delta Airlines and an account executive for DialAmerica Marketing.

While at Delta Airlines, Anika leveraged her experience as a marketing representative by assisting with the development of programs designed to enhance the consumer experience. Anika researched these programs by extensively studying consumer behavior during domestic and international travel to cities such as Los Angeles, New York, London, Paris, Mexico City and Athens.

Prior to joining Delta Airlines, Anika worked as an account executive for DialAmerica, an Atlanta based marketing firm. While with the company, she implemented strategies designed to develop emerging market segments and to increase consumer retention for several key clients such as AOL Time Warner and NationsBank.

Anika earned a Bachelor of Arts degree in Communications from The University of Georgia in Athens, Georgia