



Writer. Editor. Designer.

# Kerry M. Ellis

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## Why Hire Me?

You need someone who gets things done—often creatively (you will hear, “Why?” asked many times to ensure what’s delivered is what’s needed and not only what’s asked for). Always on time. Always on budget (and frequently under). Who’s run the gamut of deliverable types (newspaper, book, magazine, web, mobile) and production roles: writer, editor, designer, production manager, creative director—often simultaneously. Always seeking opportunities to learn has led to mastering the Adobe design suite—Illustrator, Photoshop, InDesign—and subjugating Microsoft products (Word, Excel, PowerPoint). A one-person production team who works well with others.

## Experience

### NASA/InuTeq LLC

2005–2013

#### Editor/Production Manager

Improved NASA's image as a learning organization by writing, editing, and managing production and distribution of quarterly *ASK Magazine* and other materials in print, online, and mobile media for government, industry, professional, and academic audiences. Created engaging, timely content by soliciting articles, conducting interviews, and managing deadlines with all contributors, staff, and external vendors to ensure production was on schedule and within budget. Produced eye-catching layouts by selecting photographs and directing illustrator for custom art requirements. Ensured content was correct and reflected well on the agency through copyediting, fact checking, and proofreading all content. Expanded the Academy's outreach by creating designs and layouts for other promotional materials.

#### Key Achievements

- Received accolades from NASA Administrator for rebranded *ASK Magazine*
- Received several awards for rebranded magazine
- Created mobile version of *ASK* to increase distribution and accessibility
- Decreased print-production costs by \$14,000 per fiscal year

### Corporate Executive Board

2002–2005

#### Managing Editor (1/05–10/05)

Directed editorial team responsible for research fact-checking, substantive editing, and copyediting report projects. Negotiated schedules and project specifications with clients. Facilitated meetings to discuss editorial and production issues, including explicit instructions from senior executives. Compiled and reported hourly tracking and expense information and generated succinct checklists, reference guidelines, style sheets, and quality-control measures for editors and designers to improve efficiency and knowledge. Trained, coached, and mentored editors and other staff members as required and evaluated personnel during performance reviews.

#### Key Achievements

- Organized editorial production of more than 30 books during four-week period
- Developed and updated style guide for 1,000 researchers and 40 creative staff
- Streamlined submissions for editorial review by establishing new reporting procedures
- Initiated quality-control measures to enhance productivity and efficiency
- Identified need and proposed creation of Managing Editor position and was then promoted to it

#### Managing Designer (9/03–1/05)

Oversaw 16 designers during all phases of client-driven book production. Presented strong ability to design and self-proof, strengthen processes, follow style, conduct blue-line reviews, and concisely teach others value-added techniques and procedures. Managed short- and long-term design projects. Professionally interacted with clients, department managers, executive staff, and coworkers.

#### Key Achievements

- Commended for supervising daily publishing and production operations
- Promoted to management position following demonstration of natural leadership and abilities
- Coached two direct reports to promotion from specialist to manager



#### Publications Associate (1/03–9/03)

Managed multiple publication projects, coordinating with authors/clients, designers, editors, and print-production department managers. Created complex page layouts using Adobe InDesign and offered tips and techniques to other designers to streamline operations. Prioritized and tracked multiple projects to ensure deadlines were met.

##### **Key Achievement**

- Decreased production times by synchronizing copyediting while designing on screen

#### Publications Editor (9/02–12/02)

Edited all business-related copy for correct grammar, syntax, information, and graphics errors. Met with authors to discuss editorial changes and ways to improve copy.

##### **Key Achievements**

- Helped streamline editing processes through active participation in meetings
- Updated company stylebook and editing “cheat sheets”

#### Tyler Morning Telegraph

2001–2002

##### Copy Editor

Provided expert layout and proofreading abilities at respected East Texas daily newspaper. Edited copy for content, clarity, grammar, and syntax and wrote articles. Coordinated story placement with other editors using QuarkXPress and posted results to Web site.

##### **Key Achievements**

- Praised for preparing sharp, attractive layouts featuring innovative story placement
- Mastered ACT Editorial, QuarkXPress, Photoshop, and MS Word applications and AP style
- Exclusively trained in other writing, editing, and technical job classifications, filling in as needed
- Wrote front-page news, movie reviews, entertainment column, and other published material

#### Education and Credentials

M.A. English coursework • University of Texas at Tyler

B.A. English • Southwest Texas State University (2000)

Intensive Review of Grammar • EEI Communications (2005)

Seminars on Computer Graphics & Interactive Techniques • ACM Siggraph Convention (2003)

#### Professional Associations

Member • ACM Siggraph (2003–2004)

Lifetime Member • Sigma Tau Delta/English Honor Society (Since 2000)

Member • Liberal Arts Student Advisory Council, SWTSU (1999–2000)