

Kerry Ellis

Senior Editor, Copywriter, Book Designer



PROFESSIONAL PROFILE

Results-oriented senior copy editor with a proven track record of delivering high-quality work across diverse mediums, including newspapers, books, magazines, web, and mobile platforms. Skilled in multitasking and adept at managing projects from conception to completion, often surpassing expectations while adhering to tight deadlines and budgets. Proficient in the Adobe Creative Suite, including Illustrator, Photoshop, and InDesign, with a strong command of Microsoft Office tools. Committed to continuous learning and eager to leverage expertise in a dynamic team environment.



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Puyallup, WA, United States

Education

BACHELOR OF ARTS // ENGLISH
Southwest Texas State, Texas
1996–2000

Expertise

- Publishing
- Editing
- Proofreading
- Writing
- Graphic Design
- Cover Design
- Book Layout
- Photography
- Client Needs Assessment
- Account Management
- Production Tracking
- Budget Monitoring
- Creative Planning

WORK EXPERIENCE

SENIOR KNOWLEDGE AND COMMUNICATIONS EDITOR

SmugMug | Mountain View | 2014–Present

Lead content creation and management for company blog, curating posts that highlight product features for customer success, offer valuable business tips for photographers, and communicate company news through engaging storytelling that drives customer conversion. Collaborate with key stakeholders to enhance customer help documentation for clarity, accessibility, and alignment with brand voice. Provide comprehensive copyediting for all customer-facing materials and offer consultation as needed.

Key Achievements

- Developed and launched rebranded *Development Lab* blog to improve SEO and customer engagement.
- Achieved a notable 10% reduction in customer help-ticket volume through strategic enhancements in help documentation and communication approaches.

SENIOR BOOK DESIGNER AND PRODUCTION MANAGER

Covered by Kerry | Freelance | 2008–Present

Collaborate with editors, publishers, and authors to conceptualize and execute unique visions for book covers and interior layouts, ensuring alignment with client preferences and market trends. Conduct extensive research on art and other creative elements, managing rights and licensing for client projects. Produce press-ready and e-book files for print and online publishing.

Key Achievements

- Designed covers for award-winning and best-selling authors, including Boston Teran, Ryan Holiday, and Dr. Norman Rosenthal, enhancing their market visibility.
- Personally selected by David Blum to design covers for Amazon Kindle Singles, showcasing expertise and creativity in digital publishing.

EDITOR/PRODUCTION MANAGER

NASA/InuTeq LLC | Washington, D.C. | 2005–2013

Led production of quarterly *ASK Magazine* and other materials across print, online, and mobile platforms, enhancing NASA's image as a learning organization. Developed engaging content through active article solicitation, interviews, and deadline management. Curated visually appealing layouts, selecting photographs and overseeing custom illustration requirements. Executed comprehensive editorial duties, including copyediting, fact-checking, and proofreading to ensure quality standards and accuracy.

Key Achievements

- Received personal acknowledgment from NASA Administrator for modernizing *ASK Magazine*, contributing to increased audience engagement.
- Implemented cost-saving measures, reducing production expenses by \$14,000 annually.

Skills

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Microsoft Office Suite



Rights Management



Copy Editing



Interests

Photography

International Travel

Modern Art Museums

Medieval Literature

Mythology

Awards

BookFest Award

Quiver // 2023

American Fiction Awards

A Child Went Forth // 2019

APEX Award for Publication Excellence

ASK Magazine // 2010

ASTRID Award

ASK Magazine // 2010

iNOVA Award

ASK Magazine // 2009

APEX Award for Publication Excellence

ASK Magazine // 2007

Languages

English (native)



Spanish (basic)



EXPERIENCE *CONTINUED*

MANAGING EDITOR

Corporate Executive Board | Washington, D.C. | 2002–2005

Directed an editorial team responsible for research fact-checking, substantive editing, and copyediting reports, ensuring accuracy and consistency. Negotiated schedules and project specifications, maintained a high level of client satisfaction and met deadlines. Compiled and reported tracking and expense information. Implemented productivity measures such as checklists, style sheets, and quality-control measures. Provided training and mentorship, conducting personnel evaluations during performance reviews.

Key Achievements

- Orchestrated production of more than 30 books within four weeks, demonstrating exceptional organizational skills.
- Developed and updated comprehensive style guide for 1,000 researchers and 40 creative staff, ensuring publication consistency.
- Streamlined the editorial submission process, improving efficiency and workflow management.

MANAGING DESIGNER

Corporate Executive Board

Supervised 16 designers in client-driven book production, maintaining design quality and adherence to client specifications. Demonstrated design proficiency, strengthened processes, ensured style-guide compliance, conducted blueline reviews, and provided training on value-added procedures. Managed short- and long-term design projects, fostering professional interactions with clients, executive staff, and colleagues.

Key Achievements

- Commended for supervising daily publishing and production operations.
- Promoted to management for demonstrating natural leadership and abilities.
- Coached two direct reports to promotion from specialist to manager.

REFERENCES



JENNIFER KIRK

OWNER

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GET IN TOUCH



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