

Kerry Ellis

Editor, Copywriter, Book Designer



PROFESSIONAL PROFILE

Dedicated team member who gets things done! often creatively. 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—frequently at the same time. Always seeking opportunities to learn has led to mastering the Adobe design suite—Illustrator, Photoshop, InDesign—and subjugating Microsoft products (Word, Excel, PowerPoint).



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Mountain View, CA,
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

EDITOR/COPYWRITER

SmugMug | Mountain View | 2014-Present

Meet with key support stakeholders to discover ways to improve help documentation for external customers. Restructure and rewrite help content to make it more accessible, friendly, and in line with SmugMug's voice. Interview the world's top photographers and write creative content to promote their work and vision as part of *SmugMug Films*. Copyedit all customer-facing content and consult on other written collateral as needed.

Key Achievements

- Received accolades from SmugMug President for initial rewrite of all support content
- Decreased customer help-ticket volume by 10 percent
- Created new navigational solutions within a constrained system

BOOK DESIGNER

Covered by Kerry | Freelance | 2008-Present

Collaborate with editors, publishing houses, and writers to create a unique vision for their book covers and interior layouts. Research art, illustration, and other creative collateral required to finalize designs, handling rights management and licensing for clients. Deliver press-ready production files and e-book files for print and online publishing.

EDITOR/PRODUCTION MANAGER

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

Improved NASA's image as a learning organization by writing, editing, and managing production of quarterly *ASK Magazine* and other materials in print, online, and mobile media. Created engaging, timely content by soliciting articles, conducting interviews, and managing deadlines with 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 reflected well on the agency through copyediting, fact checking, and proofreading all content.

Key Achievements

- Received accolades from NASA Administrator for rebranded *ASK Magazine*
- Decreased print-production costs by \$14,000 per fiscal year

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

IBPA Benjamin Franklin Digital Award

The Gondola Maker // 2014

APEX Award for Publication Excellence

ASK Magazine // 2010

ASTRID Award

ASK Magazine // 2010

iNOVA Award

ASK Magazine // 2009

Languages

English (native)



Spanish (basic)



EXPERIENCE CONTINUED

MANAGING EDITOR

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

Directed editorial team responsible for research fact-checking, substantive editing, and copyediting reports. Negotiated schedules and project specifications with clients. 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

MANAGING DESIGNER

Corporate Executive Board

Oversaw 16 designers during all phases of client-driven book production. Presented strong ability to design and self-proof, strengthen processes, follow style, conduct blueline 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

REFERENCES



JENNIFER KIRK

OWNER

Jenius Consulting

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DON COHEN

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GET IN TOUCH



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