Kerry Ellis

Book Designer, Senior Editor, Copywriter

PROFESSIONAL PROFILE

Senior book designer and editor with 25+ years of experience across diverse mediums, including books, magazines, and web platforms. Designed book covers for best-selling authors and Amazon Kindle Singles. Reduced customer help-ticket volume by 10% through strategic enhancements in help documentation at SmugMug. Recognized with an APEX Award for Publication Excellence and personal acknowledgment from the NASA Administrator for modernizing NASA's *ASK Magazine*.

703 – 508 – 5645

KERRY@COVEREDBYKERRY.COM

WWW.COVEREDBYKERRY.COM

Puyallup, WA, United States

Education

BACHELOR OF ARTS // ENGLISH
Southwest Texas State, Texas

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 BOOK DESIGNER AND PRODUCTION MANAGER
Covered by Kerry | Freelance | 2008–Present

- Managed rights and licensing for creative assets across 100+ projects, ensuring full compliance and securing high-quality, original artwork for client books.
- Produced and formatted 200+ press-ready and e-book files, optimizing designs for print and digital platforms while maintaining industry standards.
- Orchestrated the creation of 50+ book covers and interior layouts annually, ensuring alignment with client preferences and market trends, resulting in 100% client satisfaction based on post-project feedback.
- Conceptualized book covers for best-selling authors like Boston Teran, Ryan Holiday, and Dr. Norman Rosenthal, achieving #1 new-release status on Amazon.
- Pioneered innovative cover design strategies for Amazon Kindle Singles under the direct invitation of David Blum, enhancing brand appeal and showcasing expertise in digital publishing for 10+ authors.

SENIOR KNOWLEDGE AND COMMUNICATIONS EDITOR
SmugMug | Mountain View | 2014–2024

- Spearheaded the redesign and rollout of the Development Lab blog, publishing 50+ articles, tutorials, and case studies to boost customer engagement and product adoption.
- Conceptualized and wrote compelling stories for company blog, driving a 30% increase in social-media engagement and a 20% rise in website traffic within one year.
- Overhauled the brand voice across all customer-facing materials through rigorous copyediting, ensuring consistency and professionalism leading to a 35% improvement in brand perception surveys.
- Revamped online help documentation with clear visuals and concise language, slashing customer help-ticket volume by 10% and improving user-satisfaction scores.

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

- Orchestrated end-to-end production of quarterly ASK Magazine across print, online, and mobile platforms, strengthening NASA's reputation as a premier learning organization and reaching more than 50,000 subscribers.
- Catalyzed a 20% surge in readership engagement by integrating interactive elements like QR codes into *ASK Magazine*, improving access to specialized information.
- Masterminded the reduction of printing costs by $14,000 annually and expanded the magazine's reach to a global audience, including key research institutions.
- Championed a comprehensive redesign of *ASK Magazine*, integrating cutting-edge design principles, which elicited personal commendation from the NASA Administrator and amplified readership engagement by 40% across platforms.

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

- Revolutionized editorial workflow using checklists and style sheets, improving team efficiency by 30% and reducing errors in reports by 15%.
- Established a new mentorship program for junior editors, leading to a 40% reduction in onboarding time.
- Mentored team members and conducted insightful performance evaluations.
- Guided simultaneous production of more than 30 books within a four-week period and implemented a new project-management process to maintain timelines.
- Crafted a detailed style guide for 1,000+ researchers and 40 creative personnel, which standardized publication formats and voice, and decreased editorial review cycles by approximately 15%.

MANAGING DESIGNER
Corporate Executive Board

- Revitalized design processes for book production, trained 16 designers on value-added procedures, and achieved 100% compliance with client style guides for all projects.
- Spearheaded design projects, cultivated positive relationships with clients and executive staff, and presented designs that addressed findings to fix the top client concerns.
- Supervised daily production operations, enforcing adherence to client specifications, which boosted design quality, improved team morale, and led to promotion within six months.
- Championed professional development, conducting weekly one-on-ones and quarterly performance reviews; empowered two direct reports who demonstrated leadership potential to earn promotions.

GET IN TOUCH

KERRYELLIS

LLYWELLYN

LLYWELLYN

ORIGINALBLACKCAT.COM

COVEREDBYKERRY.COM