

**EDITORIAL MANAGEMENT PROFESSIONAL**

15 + years of experience as a senior editorial manager of direct-marketing online and print vehicles from genesis to completion. Versed in consumer products goods (CPC) and beauty marketing, B2B and Direct-to-Consumer (DTC) promotion, catalog, newsletters, training, direct mail, advertising, publishing, Web content and HTML. A results-driven professional who thrives in a deadline-rich, high-volume environment.

- Exemplary editor and writer
- An effective liaison across all levels
- Architect of editing guidelines
- Outstanding team-builder

**ONLINE LEGAL MEDIA**

**2010–present**

Premier online legal news source; over 2.5 million visitors annually

**Legal Editor/Content Manager**

Oversee the integrity of and consistency across all areas of real-time legal news website, LawyersandSettlements.com. Proofread and correct as appropriate an average of 200 articles/interviews per month. Guarantee relevant links are embedded into content to drive pages per visit, time on site and site stickiness. Maximize SEO by strict adherence to keyword guidelines. Provide HTML code to ensure consistent formatting with style guide. Act as online art director, orchestrating and maintaining the freshness of the image with the printed word. Maintain image database and source for stock photography. Adhere to posting schedules.

**FREELANCE COPY EDITOR**

**2010–present**

Client: Avon Products, Inc.

Copy edit customer and Sales (B2B) literature for the launch of Tiny Tillia—premier Mom and Baby business. Solely accountable for the accuracy and grammatical integrity of the bi-weekly 16-page *Storybook* and 8-page *What's New*.

**AVON PRODUCTS, INC., NEW YORK, NY**

**1993–2010**

The world's largest direct seller; \$10 billion in annual revenue

**Manager, Copy Edit, Marketing & Representative Communications**

Oversaw a team that was responsible for the validity of roughly 700 sales training and promotional communications yearly to Avon's Sales management team and 600,000 Independent Sales Representatives. Managed the client/creative relationship; executed project schedule from inception to completion. Developed department's editorial style guide and ensured highest editorial standards. Maintained brand voice. Disseminated information inter-departmentally for consistency across multiple target audiences.

*Key Accomplishments:*

- Was promoted three times within Avon's Creative Agency.
- Developed and implemented a seamless inter- and intra-departmental process to ensure on-time product delivery with the highest possible standards.
- Was a member of the Collateral Review Board. Examined potential projects to determine overlap and redundancy with active literature to uphold budgetary targets. Reduced existing volume by 30 percent.
- Supervised the conversion of Avon's Product Reference Guide from print to online, with an annual savings of \$250m.

### ***Manager, Editing and Quality Control***

Managed the editing and quality of the Avon Brochure and field support literature.

Supervised a staff of 15 full-time editors and hired freelance based on workflow volume.

#### *Key Accomplishments:*

- Led effort to streamline literature production processes; reduced print cycle time by 50 percent.
- Created a checks-and-balances system to ensure all editorial and client changes were implemented and print schedules were met. Reduced error rate by an unprecedented 70 percent, a first for Avon.

### ***Senior Editor, Avon Brochure and Sales Support Literature***

Copy edited and proofread the bi-weekly Avon Brochure, consisting of over 80–140 pages per issue (3,000 pages annually), as well as a large volume of Avon field support literature, including Avon's premier Sales newspaper, *The Rep Times*.

#### *Key Accomplishments:*

- Trained new hires in all aspects of Avon's direct-selling model.
- Maintained quality control over all editing projects to prevent loss of Sales and customers.

## **PRESENTATIONS AND PUBLIC SPEAKING**

NY Metro ASTD/City of New York-Small Business Services/Bank Teller Training Project, 2007

- Co-Facilitator: "Résumé Writing and Interviewing Skills"

Year Up, New York, NY, 2007

A one-year, intensive training program for young adults, ages 18–24.

- Guest Speaker: "An Unconventional Career Path"

New York Women in Communications Student Career Conference, New York, NY, 2003

- Guest Speaker: "Creative Career Path" Panel

## **MEMBERSHIPS AND AFFILIATIONS**

Big Brothers Big Sisters of America

- "Big" volunteer, Community-Based Program, 2007–2010
- "Big" volunteer, Avon's Workplace Mentoring Program, 2006–2007

Actors' Equity Association

American Guild of Musical Artists

Blue Hill Troupe, Ltd.

New York Road Runners Club; competitive race runner

Age group *Gold Medalist*, 2009 12th Annual Biltmore™/Kiwanis 5K; Asheville, NC;

2009 and 2010 Clinton Country Run 5K, Lebanon, NJ;

Age group *Silver Medalist*, 2008 Stampede Through Clifton 5K; Clifton, NJ

## **EDUCATION**

New York University School of Continuing and Professional Studies, 1998

- Courses in Leadership and Organizational Development

Hartt College of Music, West Hartford, CT, B.Mus., *magna cum laude*

## **ADDITIONAL INFORMATION**

Proficient in Microsoft Office, Adobe Acrobat Pro, Adobe Photoshop, QuarkXPress and InDesign.

Motivational speaker and vocal soloist.

