

# Emma K. Lyders

## EDITOR & WRITER

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### **Professional Profile**

A creative, results-oriented, business communicator and innovative researcher who adds value in industry-client translation—putting company objectives and visions into words—and holds fifteen years of experience in research, writing, editing, and marketing in various settings. Equipped to develop creative content in compelling language for nearly any individual or corporation.

### **Education**

<b>Rice University</b>	Masters of Liberal Studies, 2010
<b>University of Houston</b>	BBA in Marketing, 2001 / <i>Dean's List</i> , 1999

### **Experience**

April 2014-October 2014

#### ***Houston, Texas***

##### **Management Analyst, Harris County Budget Management Department**

Support director of operations in agenda preparation and proofing process. Write agenda items and proof entire biweekly agenda for Commissioners Court. Analyze agenda preparation process for improvement. Edit documents and other governmental reports countywide, including the Public Infrastructure Department's monthly leadership journal.

January 2006-June 2012

##### **Editorial Associate, Rice University**

Facilitate the effective functioning of peer review in the Journals Back Office (JBO) through production in the Production Back Office (PBO) for American Psychological Association, the editor's office, the offices of the associate editors, and APA Journals Department for the *Journal of Experimental Psychology: Learning, Memory, and Cognition*. Manage the manuscript submission process, assist with the peer review process, communicate with editorial staff, reviewers, and authors as conditions warrant, including overseeing the transition of new associate editors and providing training on the JBO software. Process manuscripts into production, including securing all publications/permissions forms, all final manuscript and figure files, and transmitting all materials through the JBO to PBO for production. Edit action letters and manuscripts prior to submission to PBO for production. Confirm APA formatting for all manuscripts. Saw a tremendous increase in submissions during the editor's term, which resulted in drastically increasing the number of associate editors and editorial board members.

October 1999-present  
March 2012-December 2013

##### **Freelance Editor and Writer, Self**

###### ***Lancaster Hotel***

Write ad copy for insertion in local arts publications to build awareness for complete hotel renovation. Edit compendium, front desk postcards, and website content. Write weekly blog posts centered on local events.

September 2011-December 2011

###### ***Clark, Burnett, Love & Lee***

Write, edit, and produce written copy in the form of online content, stand-alone websites, promotional marketing materials, direct-response materials, and print and electronic materials, resulting in greater non-referral client base. Conduct research to obtain factual information and detail for client campaigns.

September 2011-March 2012

###### ***Utility Research Garden***

Edit and draft newsletter, web content, and weekly prospect/client marketing communications, resulting in more coop subscriptions.

February 2010-March 2012

**Patrick K. Thornton, Attorney-at-Law**

Edit, research (reference material), and format (Harvard Blue Book/Chicago) published legal works, *Sports Law*, *Sports Ethics*, and *Baseball and the Law* (industry nonfiction). Format footnotes and bibliography to Harvard Blue Book and Chicago citation styles. Editing and research resulted in a more usable text with farther reaching sales potential.

February 2000-March 2012

**Gary Powell (based in Austin)**

Edit and convert professional blog into book format—content edit, layout, conceptualize, and organize material. Editing resulted in a cohesive publication that sold out at companion concert events. Book quality contributed to author's being hired as a full-time lecturer at University of Texas the following fall.

February 2009-July 2012

**Business Genome**

Edit blog, website, and business strategy book, *Find Your Next*, published by McGraw Hill. Book achieved #2 placement on *Inc. Magazine* and *800CEOREad* lists, speaking engagements, and further press in industry publications.

May 2005-May 2008

**Rice Building Institute**

Format and edit business plan, budgets, and executive summary. Manage, edit, and develop website content and book blog website. Edit, format, and illustrate *The New Competitiveness in Design and Construction: 12 Strategies That Will Drive the 21<sup>st</sup> Century's Most Successful Firms* (published by Wiley & Sons), by Joe M. Powell, which led to a national seminar series. Edit *Program Management*, by Chuck Thomsen, founder of 3D/I.

February 2003-December 2005

**Administrative Manager, TSO, Inc.**

Write and compile consultation reports based on store location assessments performed by director of operations. Edit corporate communication materials. Plan corporate annual meeting, which includes handling logistics with facility, promotion to exhibitors/sponsors and attendees, and production of signage materials. All programs led to increase in number of network offices and became part of a sign-up package to new optometrists.

May 2002-January 2003

**Marketing Council Manager, TSO Marketing**

Plan and execute regional and individual marketing program for Houston, Beaumont, and Austin markets. Present quarterly campaigns at committee- and market-level. Edit corporate marketing brochures. Manage newsletter production and other marketing efforts for optometrist clients. All efforts led to a strong Houston market, with several offices in the "Circle of Excellence," or annual million dollar revenues.

October 1999-June 2004

**Manager of Design & Research, Worthing Brighton Publishers**

Edit, format, and illustrate *Departmental Strategy JumpStart HandBook* and *TeamWork ChangeWork: How Teams Deal with Change* (for State Farm Insurance), and *High Impact People Play by Different Rules* (produced for radio). Edit David Weekley's *How to Buy a Home without Getting Hammered*. All works led to speaking engagements for the author.

February 1999-May 2001

**Managing Editor & Researcher, Plunkett Research Ltd.**

Research and write company profiles, and edit book content for business industry guides: *Plunkett's Retail, Health Care, InfoTech, Financial Services, Engineering & Research, Energy, Entertainment & Media, Biotech & Genetics, and Telecommunications Industry Almanacs; E-Commerce & Internet Business Almanac; On-Line Trading, Finance & Investment Web Sites Almanac; and The Almanac of American Employers*.

November 1999-May 2001

**Manager of Research & Marketing, Plunkett Research Ltd.**

Layout selected marketing brochures and newsletters. Manage production of publications. Coordinate direct mail marketing. Update and monitor customer database regularly. Train new research assistants.

***Professional  
Development***

**Committees & Organizations**

*Co-Chair, Communications Committee, Rice University, 2008-2011*

*Editorial Freelancers Association, 2012-present*

*Professional Editorial Network, 2014-present*

*American Copy Editors Society, 2014-present*

**Software**

*Mac/PC; MS Access, Excel, PowerPoint, Word (tracked changes), Publisher, Outlook;  
Adobe Acrobat*