

JULIA R. GERLACH

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WORK EXPERIENCE

2011–PRESENT

Kalmbach Publishing Co.

Waukesha, WI

Editor, internationally distributed consumer magazine

Key responsibilities include:

- Provide strategic and editorial direction for the brand
- Develop annual budget and work to meet financial objectives
- Select, assign, write, develop, and create content for six issues of the print magazine, six issues of an online digital bonus publication for subscribers, special interest publications, assorted other print projects and booklets, our website, and related e-commerce efforts
- Maintain editorial standards in print and online through top editing, line editing, proofreading, and technical review of all content
- Work with photographers, illustrators, and art director on page layouts
- Write the twice-monthly newsletter
- Manage four staff members and additional freelancers
- Write blog content and manage social media efforts for the brand

2007–2011

Managing Editor, internationally distributed consumer magazine

- Managed traffic and schedules for print and online issues and projects
- Worked with Editor to review submissions and assign stories
- Created content for print, web, video, and ancillary products
- Supervised one staff member

2005–2007

Associate Editor, internationally distributed consumer magazine

- Created content print, web, video, and ancillary products

2003–2005

Associate Editor, Books Department

- Acted as liaison between Books Dept. and magazine departments to launch new line of books and products
- Copyedited and proofread additional titles as needed
- Edited calendars and price guides

2002–2003

Editorial Assistant, Books Department

- Provided administrative support to five department staffers
- Served as point person for the database-published guide books

2000–2001

Hal Leonard

Milwaukee, WI

Telesales

Entered orders, executed sales promotions, and provided excellent customer service on incoming calls. During one sales challenge, was recognized for handling the largest volume of calls during the promotion.

	Quad/Graphics	Pewaukee, WI
	Prepress trainee / Prepress sales	
1995–2000	Worked in a variety of roles, including plate-making, customer service, and color correction to get a big picture understanding of the prepress process. After about one year, was promoted to Prepress Sales, in which I worked in tandem with the print sales people to educate customers about digital prepress and imaging services.	

SKILLS

I am detail-oriented, self-motivated, and have excellent analytical skills. Managing multiple projects and priorities is second nature and I operate effectively both independently and in a team setting.

Computer skills:

- Comfortable with both Mac and PC operating systems
- Microsoft Word, Excel, PowerPoint, and Outlook
- Adobe InCopy and InDesign CS6, Creative Cloud
- Adobe Photoshop, Illustrator, and Acrobat
- LineForm, Affinity Designer (vector drawing programs)
- FileMaker Pro
- SiteCore (content management system)
- Comfortable with social media platforms and SEO principles
- GREP commands

EDUCATION

Alverno College Milwaukee, WI
BA Music/BA Philosophy

Continuing education seminars
MRA – Training, Delegating, and Managing Performance
FranklinCovey – Time Management

VOLUNTEER EXPERIENCE

2015–2017	Wisconsin Mycological Society Newsletter editor	Milwaukee, WI
2009–PRESENT	Milwaukee Children’s Choir MCC Parent’s Association – assorted assignments	Milwaukee, WI

References available upon request.