

Andrea M. Rotondo

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Experienced Senior-Level Managing Editor / Writer with Excellent Communication Skills

Self-motivated, detail-oriented managing editor with proven leadership skills is available to create innovative editorial strategies while leading in-office and remote teams. Experience ranges from magazine and book publishing to project management to inbound content development to blogging and social media management.

Qualifications Summary

- 24 years of experience as an editor-in-chief, managing editor, and content developer
- Extensive experience working remotely and leading remote teams
- Experience hiring and managing onsite and remote teams (writers, editors, proofreaders, designers)
- Well-liked supervisor, dynamic team leader, and mentor
- Solid editorial skills (editorial process, writing, copy editing, fact checking, proofreading)
- Project management expert with acumen in scheduling and moving publications through production
- Prolific writer, blogger, and the author of several books

PUBLISHING EXPERIENCE

Ancestry.com

April 2015–present

Content Editor of the Historical Insights initiative

Freelance / REMOTE

- Liaison with the in-house project manager and Historical Insights team
- Oversee 10 writers remotely (I act as a shepherd, cheerleader, editor, and manager.)
- Create and refine project workflow and style guides
- Utilize collaborative tools like Trello, SharePoint, and Slack to seamlessly share data and build cohesive teams

Specialty Retail Report (International Council of Shopping Centers)

January 2015–present

Editor-in-Chief / Managing Editor

Freelance / REMOTE

- Stay abreast of specialty retail news and make connections with industry leaders
- Brainstorm story ideas for each issue and run them by client for approval
- Write front-of-book news page as well as occasional features and departments
- Hire freelance writers and copy editors
- Edit copy in all phases of production and review all page proofs

Sterling Publishing (a subsidiary of Barnes & Noble)

June 2007–February 2015

Managing Editor / Senior Acquisitions Editor

Full-time / New York, NY

- Effectively supervised in-house team of four editors as well as freelance service providers
- Acquired and edited books and kits (crafts, general reference, history, self-help, spirituality)
- Improved department's on-time product delivery rate from 82% to 98% by streamlining editorial workflow
- Created and implemented quality control checklist to ensure consistent brand messaging
- Developed acquisition plans and identified relevant trends and market demographics
- Monitored budgets and created project-specific p&ls to meet designated margin targets
- Created and maintained database of freelance writers, copy editors, proofreaders, and indexers

Author of **Tom Petty: Rock 'n' Roll Guardian** (Omnibus Press UK) October 2014
Rolling Stone magazine called my book "essential reading." 2014 Independent Publisher Book Awards silver medal winner.

Fodor's Travel Blog Freelance / July 2012–present
• I write news and service pieces for Fodor's: http://www.fodors.com/news/news-by-andrea_rotondo.html

Condé Nast Traveler Freelance / February 2014–present
• I write slideshows and news briefs for this outlet: <http://www.cntraveler.com/contributors/andrea-m-rotondo>

I also write for Cruise Critic, Cruise & Travel Lifestyles, and other outlets. In addition, I've updated guidebooks for Thomas Cook Publishing and Birnbaum's Official Guides to Walt Disney World and Disneyland.

Omnibus Press / Schirmer Trade Books (Music Sales Group) 2003–2007
Managing Editor / Acquisitions Editor Full-time / New York, NY

- Jump-started Omnibus' U.S. imprint and increased annual acquisitions from zero to 20 biographies
- Built and maintained ongoing relationships with musicians, management companies, and publicists

Small Business Computing Magazine (Freedom Tech. Media Group) 1998–2002
Managing Editor Full-time / New York, NY

- Responsible for editorial and production operations at this monthly magazine
- Supervised seven people

Musician Magazine (Billboard Publications/VNU) 1996–1997
Managing Editor / Production Manager Full-time / New York, NY

- Strengthened magazine's position in the marketplace while capitalizing on resources
- Supervised six people

Pro Sound News (CMP United Business Media) 1991–1995
Managing Editor Full-time / New York, NY

- Five-year tenure provided solid background in reporting, managing editorial, and production
- Supervised four people

Education

HootSuite (Certified Social Media Manager) January 2015

HubSpot (Inbound Marketing Certification) December 2014

New York University (Certificate in Editing coursework) 2007–2008

University of Massachusetts Lowell (Bachelor of Arts, Music Performance and Recording) 1987–1991

Aspen Music Festival and School (summer program / Edgar Stanton Audio Recording Institute) 1986

Skills

Adobe Acrobat Professional, Adobe Creative Suite, Aweber, Basecamp, InDesign, Photoshop, CMS (content management systems), Filemaker Pro, Google Analytics, html, inbound marketing, Excel, LeadPages, Microsoft Office, Microsoft Word, Online Community Management, SEO, SharePoint (Office 365), Trello, Typing (107 words/minute), WordPress