

International publisher, marketing director, and book editor with experience in business strategy, nonprofit development, public programming, content curation, digital marketing, and operations

Work History

- Restless Books, Editorial and Marketing Director
2014 – Current (Brooklyn, NY)
- Bookish.com, Literary Editor
2012 – 2014 (New York, NY)
- Little, Brown & Company, Assistant Editor
2007 – 2012 (New York, NY)

Education

- University of Texas at Austin, MA in English and Writing
2005 – 2007 (Austin, TX)
- Pomona College, BA in English, minor in Philosophy
1999 – 2003 (Claremont, CA)

Leadership, Business Strategy, and Operations

- Led Restless Books' transition from digital-only to publishing in all formats, establishing publishing processes, operational systems, and distribution, growing our sales revenue from \$400 in 2013 to \$400,000 by 2019
- Plan annual budgets with the CFO; design and run profit-and-loss statements across all titles
- Run weekly editorial and marketing meetings; manage and mentor junior staff across departments
- Act as brand ambassador at trade shows, sales conferences, and public events
- Negotiate contracts and act as foreign rights director

Marketing and Publicity

- Guide digital marketing, social media, advertising, promotions, and blog and website content
- Coordinate public programming, book events, author tours, and private parties
- Established partnerships with The New York Public Library, PEN, peer publishers, and other organizations
- Garnered reviews and media features in the *New York Times*, NBC News, *Vanity Fair*, BBC, *The Washington Post*, *The New Yorker*, *Essence Magazine*, *the Wall Street Journal*, *New York Review of Books*, and many others

Editing and Publishing

- Edited and published Restless titles including *The Memory Monster*, by Yishai Sarid (A *New York Times* Notable Book of 2020); *The Body Papers* by Grace Talusan (Winner of the 2019 Massachusetts Book Award for Nonfiction)
- Freelance edited *The Shadow King*, by Maaza Mengiste (Shortlisted for the 2020 Booker Prize)
- Edited Little, Brown titles including *Where'd You Go, Bernadette*, by Maria Semple (year-long *New York Times* bestseller); *Room*, by Emma Donoghue (Shortlisted for the 2010 Booker Prize, over one million copies sold)

Nonprofit Development

- Shaped Restless Books' transition into a 501(c)3 nonprofit in 2016; crafted the company mission statement
- Collaborate on grant applications; oversee crowdfunding campaigns; orchestrate benefit dinners and fetes
- Serve on the Board of the Global Literature in Libraries Initiative

Content Curation

- Commissioned, curated, and composed four daily content verticals for Bookish; brainstormed digital strategy
- Program content in website content management systems, optimize copy and content for SEO

Skills and Systems

- Google Suite and Analytics, Microsoft Office, Asana, Dropbox, Squarespace, title management, Mailchimp, etc.
- Basic proficiency in Spanish; rudimentary German