

## ROBIN CRUISE

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EditorWriterPubpro.com

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### EDITOR, WRITER, AND PUBLISHING PROFESSIONAL

Skilled and versatile professional with more than 20 years of experience in publishing, including collaboration on best-selling titles published by world-renowned trade publisher. In addition to shaping and shepherding trade books through all stages to publication, editing and writing background also encompasses extensive experience with newspapers, magazines, academic publishing, and online content, as well as marketing and sales materials.

#### Key Professional Attributes

Highly Skilled Editor (developmental, line level, copyediting) • Honed Writing and Rewriting Skills (in sync with the scope and parameters for each project) • Organizational and Project Management Expertise (with demonstrated strategies to meet or beat deadlines) • Efficiency (combination of experience and adaptability decreases wasted time and effort) • Clear Communicator (simplifies the give-and-take with all collaborators) • Resourceful Researcher (adept at pinning down authoritative resources and references) • Versatile (broad experience with informational, factual, and creative content; equally skilled in collaborating on content for adults and young readers) • Stylistic Expertise (many years of hands-on experience with *The Chicago Manual of Style*, *The Associated Press Style Guide*, *Publication Manual of the American Psychological Association*, *Garner's Modern American Usage*, *Webster's Third New International Dictionary, Unabridged*, and customized style guides) • Strong Commitment and Integrity (vital for successful collaboration)

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### PROFESSIONAL EXPERIENCE

- 2011–Present     **Founder and Principal: Red Pencil Consulting, Seattle, WA**
- Provides a full range of editorial-support services at all levels for diverse clients, including select publishers, agents, content developers, businesses, and individuals
  - Also provides writing, rewriting, and research services
  - Recent clients include: Modernist Cuisine, Compendium, Inc., Algonquin Books, Girl Friday Productions (including Amazon projects), San Diego State University, TanTan Publishing (Korea)
- 2011–2012     **Associate Publisher/Content Development, Book Group: becker&mayer!, Bellevue, WA**
- Contributed as executive-team member to budgeting and reforecasting for annual product lineup of 200+ adult and children's projects (original and reprints) in sync with longer-term business goals
  - Partnered with executive-team members to develop, implement, monitor, and adapt key company-wide business-development initiatives in sync with annual and longer-term budgetary goals
  - Set and led efforts to uphold standards for the high-quality content of all books and related materials developed and delivered by the book group
  - Served as liaison with key managers for issues pertaining to scheduling, high quality, and timely delivery of all book projects
  - Directed the creative efforts of 18 in-house editorial, image research, and design contributors, with three creative-group managers as direct reports
  - Collaborated with colleagues in the managing editorial, product development, production, sales, and marketing groups to ensure the thorough development and timely delivery of high-quality books and related materials
- 2008–2011     **Publisher, Juvenile Book Group: becker&mayer!, Bellevue, WA**
- Contributions as detailed above, though only for children's books and related materials
  - Introduced editorial manager, design manager, and production manager positions within the staffing framework; also mentored, supported, and supervised those managers
  - Led efforts to assess, refine, and formalize efficient work flow and review processes among the creative groups to improve collaboration, efficiency, and the quality of finished products
  - Expanded stable of skilled editors, copyeditors, proofreaders, and other contract contributors
- Jan–July 2008     **Deputy Publisher/Executive Managing Editor, Children's Books Division:  
Houghton Mifflin Harcourt, Trade Division, Boston, MA** (transitional San Diego–based position during corporate merger)
- See details following for the same position with Harcourt Trade Publishers
- 2003–2007     **Deputy Publisher/Executive Managing Editor, Children's Books Division:  
Harcourt Trade Publishers, San Diego, CA**
- Contributed as a management-team member in budgeting and reforecasting for annual title lineup (spring and fall lists) of the children's publishing plan in sync with annual and longer-term budgetary goals
  - Collaborated with management-team members to develop, implement, track, and adapt company-wide business-development initiatives in sync with annual and longer-term budgetary goals

- Partnered with the trade-publishing president, children's books publisher and editorial directors, and sales and marketing directors to build and shape the children's publishing plan in sync with annual and longer-term budgetary goals
  - Collaborated with colleagues in editorial, design, production, marketing, sales, inventory, reprints, and customer service to ensure the timely publication each year of 250+ original titles (plus reprints) in diverse formats, as well as related marketing and sales materials each year
  - Assumed lead role, working with managers in all work groups, to improve communication, streamline schedules, and maintain high quality while helping ensure the timely publication of budgeted titles and related marketing and sales materials
  - Partnered with renowned children's book author and audio content developer to develop, launch, and publish a program of 40+ high-quality unabridged audiobooks for children as a new revenue stream for the trade division
  - Set and led efforts to uphold the standards for the high-quality content of all books, catalogs, and related materials developed and delivered by the children's books division
  - Mentored, supported, and managed four managing editors, including three direct reports
- 1993–2002 **Managing Editor, Children's Books Division: Harcourt Trade Publishers, San Diego, CA**
- As detailed above, but without strategic and management-team responsibilities
  - Led efforts to partner with Harcourt School Publishers to develop and launch Green Light Readers (for early-elementary-level readers) as a new revenue stream for the trade division.
  - Expanded the managing editorial department (from two to four full-time managing editors) as the sales and profitability of children's books and related products increased
  - Assessed and refined work flow and developed, implemented, and documented new processes among work groups; developed and implemented a house style guide (subsequently adapted for the adult books division) and templates for creating hardcover book jackets and paperback covers
  - Honored with the **President's Circle of Excellence Award** for outstanding contributions
  - Expanded and maintained copyediting and style standards and guidelines
- 1991–1992 **Marketing and Communications Manager: Golden Door (Escondido, CA) and Rancho La Puerta (Tecate, Mexico)**
- Created and supervised an in-house marketing department to execute all publicity, media relations and scheduling, marketing, and printed materials for the two world-class health-and-fitness resorts.
- 1982–1989 **Assistant Editor/Reporter: Rocky Mountain News, Denver, CO**
- Edited reviews, features, and other content while also contributing twice-weekly dining reviews and writing features, interviews, reviews, and news pertaining to the arts and entertainment citywide

**Prior publishing and editorial experience:** Chinook Bookshop (Colorado Springs, CO); *Denver Magazine*, *Rocky Mountain Magazine*, *CableVision Magazine*, Titsch Publishing, and American Television and Communications Corporation (all Denver, CO); Harvard University and MIT University Press (both Cambridge, MA)

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### EDUCATION

- **Stanford University:** Stanford Professional Publishing Course, Palo Alto, CA
  - **Bread Loaf Writers' Conference:** contributor in fiction, Middlebury, VT
  - **Northeastern University:** certificate program in graphic design, Boston, MA
  - **Harvard University:** Radcliffe Publishing Procedures Course, Cambridge, MA
  - **Middlebury College:** bachelor of arts degree (with High Honors) in American Studies, Middlebury, VT
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### AFTER HOURS

- **Agented Children's Book Author:** *Bartleby Speaks!* (Farrar, Straus and Giroux), *Only You* (Harcourt Children's Books), *Little Mamá Forgets* (Farrar, Straus and Giroux), *Fiona's Private Pages* and *The Top-Secret Journal of Fiona Claire Jardin* (both Harcourt Children's Books); work-for-hire (no agent) children's titles and beginning readers published by Seattle-based Compendium, Inc. (*Lunette*, *The True Story of the Tooth Fairy*), Harcourt School Publishers, McGraw-Hill, Pearson Education, TIME for Kids, the Wright Group, TanTan Publishing (Korea), and other educational publishers
- **Professional Affiliations:** Editorial Freelancers Association (New York based), Society of Children's Book Writers and Illustrators (Western Washington chapter), Northwest Independent Editors Guild (Seattle, WA)
- **Children's Books and Literacy Advocate:** volunteer work and special events/appearances for schools, libraries, and bookstores throughout Seattle, WA, and San Diego, CA; guest author and former collaborator with the Juvenile Court Book Club (teen-girl residents of juvenile hall), San Diego, CA
- **Classroom Volunteer:** Peter Kirk Elementary School, Kirkland, WA (2012–2013)
- **Spirited Home Cook, Voracious Cookbook and Food Memoir Devotee, and Occasional Food Writer**

*For additional professional context, see [EditorWriterPubpro.com](http://EditorWriterPubpro.com) and [LinkedIn](#) profile.*