

# Kerry L. Skemp

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## experience >>>

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**Proofreader, Pearson Custom Publishing:** June 2009 –  
Compare print proofs to manuscript changes  
Mark up proofs with corrections for production  
Proofread media files and make changes on screen  
Coordinate with project managers to implement fixes  
Work on traditional and custom textbook projects

**Co-Editor, Bostonist.com:** April 2008 –  
Write and edit multiple posts daily on local news/events  
Manage team of 20 contributors, coordinating coverage  
through staff email list and Google Site  
Recruit new readers through Twitter, Technorati, Flickr, RSS,  
YouTube, as well as local blog events and partnerships  
Average over 200,000 visitors monthly  
More than doubled Twitter followers in one year  
Appeared on WCVB, partnered with WGBH on coverage  
Featured in *Boston Globe* as must-read blog

**Freelance Biographer, EBSCO Publishing:** May 2007 –  
Research political, literary, and newsmaking subjects  
Write biographies of background and accomplishments  
Subjects include Osamu Shimomura and Alvaro Colom

**Multimedia Consultant, Ploughshares Journal:** Spring 2009  
Evaluated competitor websites, created new website plan  
Assisted in redesign of *Ploughshares* website  
Created Facebook and Twitter presence for journal  
Documented podcast recording techniques and equipment  
Read and evaluated fiction and poetry submissions

## education >>>

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**Master of Arts in Writing & Publishing**  
Emerson College, May 2009  
*Concentration in electronic publishing*

**Bachelor of Arts in English**  
Reed College, May 2005  
*Thesis on interpretive approaches to Vladimir Nabokov*

## et cetera >>>

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### Freelance Work

Oral historian for Reed College: Winter 2008 –  
Music reviews, *Performer Northeast*: Nov. 2007 –  
Music reviews, *alrightimwrong.com*: Summer 2008  
Music reviews & photography, *About.com*: 3/07 – 5/08  
Indexer, *Poet's Work*, *Poet's Play*: Fall 2007  
Restaurant reviews, *The Onion*: April – Nov. 2007  
Copyediting, University of Texas Press: 2006 – 2007  
Layout, *Burnside Review* poetry journal: Summer 2005

### Software Skills

*Affiliate/SEO*: Commission Junction, LinkShare, WordTracker  
*Online*: CommonSpot, Facebook, Flickr, GoodReads,  
Google Apps, IRC, iTunes, LibraryThing, Movable Type,  
TargetX, Technorati, Twitter, Wikis, WordPress  
*Operational*: Acumen, Banner, Cognos, Navicat, Noliij  
Proficient in HTML; some CSS

### Communications Coordinator, Emerson College Office of Graduate Admission:

Feb. 2008 – May 2009  
Wrote and edited all outgoing correspondence  
Oversaw transition to new application database  
Created admission blog and Facebook group  
Updated and revised print publications for 10 programs  
Supervised a team of 12 student workers  
Provided tours and information sessions on campus  
Represented Emerson at graduate fairs throughout U.S.

### Marketing Assistant, Beacon Press:

Nov. 2007 – Feb. 2008  
Managed online and academic book orders  
Coordinated book sales for author events  
Edited author and book series websites and blogs  
Uploaded book content to Amazon SearchInside  
Launched early reviewer relationship with LibraryThing.com  
Handled all customer service calls and emails

### Marketing Associate, Vertive:

Oct. 2006 – Nov. 2007  
Created marketing copy for comparison shopping websites  
Researched, compared, and documented affiliate offerings  
Managed three blogs designed to push traffic to affiliates  
Created templates for publishing website content  
Documented technical procedures for using internal CMS  
Researched keyword usage for search engine optimization

### iTunes Specialist, Apple Computer:

Sept. 2005 – Oct. 2006  
Advised customer service agents how to resolve issues  
Handled VIP customers and emerging problems  
Documented employee procedures on internal wiki  
Wrote support documents for agents and customers

### Other Studies

Graduate coursework in Technical Communication  
Texas State University, Spring 2007

Photography classes, Austin Community College

Element K coursework in Adobe applications and CSS

### Honors & Awards

Graduate Assistantship, Emerson College  
AppleCare Excellence Award: August 2006  
Phi Beta Kappa, Reed College  
Presidential Commendation, Reed College: 2001 – 2005

### References

Sarah Petrakos, Emerson College  
Scott Berman, Emerson College  
Jim Ryan, EBSCO Information Systems  
Ladette Randolph, *Ploughshares*  
Caroline Roberts, Bostonist.com  
Sylvia Christensen, Vertive Inc. and Apple Computer  
Jonathan Fretheim, Apple Computer  
Anthony Kraybill, Apple Computer  
*Please ask for contact information*