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| CATHERINE ELLIOTT ESCOBEDO  Fairfield, CA 94534 · 415-420-6076  [catherine@wordsage.net](mailto:catherine@wordsage.net%20?subject=Resume) · www.[wordsage.net](http://www.wordsage.net/) · [www.linkedin.com/in/wordsage](https://www.linkedin.com/in/wordsage/) |
| Detail-oriented, creative professional with excellent editorial, organizational, and communication skills; an effective and pleasant leadership style; and a strong background in publishing, web design, and marketing |

# SKILLS

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| * Extensive professional editing experience with thorough knowledge of grammar, punctuation, and usage (*Chicago Manual of Style*) * Word processing, social media, desktop publishing, database management, and web design proficiency * Learn new technology and software quickly * Highly-organized multitasker with meticulous attention to detail and the ability to juggle multiple projects and prioritize deadlines/deliverables | * Creative and resourceful thinker, responds flexibly in a fast-paced environment * Exceptional ability to write clear, engaging copy for a variety of media executions * Effective project manager and supervisor, both onsite and remotely * Creative support for writers, photographers, graphic designers, and printers |

# EXPERIENCE

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| SOLE PROPRIETOR, WORDSAGE, 2006 – PRESENT Provide professional editing, writing, proofreading, and design services. Freelance projects include developmental editing, copyediting, and proofreading, primarily non-fiction books and magazines; writing/rewriting for various formats, including websites, blogs, magazines, and marketing material; designing websites, logos, business cards, and brochures; and managing book projects for self-publishing authors, including editing, art supervision, and print production. [www.wordsage.net](http://www.wordsage.net/). |
| MARKETING & OPERATIONS MANAGER, EARLy intervention llc, 2011 – PRESENT Remotely manage daily operations of NYC Metro Area educational agency that provides services to students with Individual Education Plans (IEP’s). Responsibilities have included supervising 30+ teachers and small office staff; scheduling payroll and coordinating billing; designing website and print marketing materials; researching new markets; liaising with school personnel; and maintaining social media presence and multiple databases. [www.earlyinterventionllc.com](http://www.earlyinterventionllc.com/). |
| MARKETING COORDINATOR, DECKER-BULLOCK/SOTHEBY’S, 2001 – 2006 Wrote copy, maintained website, designed print ads and marketing material, and coordinated large local/international mailings for high-end residential real estate team. Duties included photo editing, generating sales reports and presentations, maintaining databases, and corresponding with clients.  [www.deckerbullocksir.com.](http://www.deckerbullocksir.com.) MARKETING MANAGER, yoga journal magazinE, 2001 – 2002 Managed e-commerce, fulfillment, product sales and selection, and new book/video product development for yoga magazine with 350,000+ circulation. Helped design and relaunch website; set up new fulfillment center; selected and purchased products from vendors; and managed the daily operation of an e-commerce store. Wrote and developed descriptive sell-copy, marketing material, online and print advertising copy, and online subscription sales initiatives. [www.yogajournal.com.](http://www.yogajournal.com/)  **MARKETING MANAGER,** WISBEAR. com /MIAVITA.com, **2000 – 2001**  Responsible for 70 percent of sales revenue for healthy living and holistic lifestyle website. Included extensive writing and editing of product and promotional copy, managing team of freelance writers, selecting exceptional books, videos, and audiotapes for product list and editorial content excerpts. Liaised with publishers and video studios to anticipate market trends and create innovative product promotions. ASSISTANT EDITOR, RANDOM HOUSE INC. (BALLANTINE WELLSPRING), 1998 – 2000Played key support role in the launch of a new holistic lifestyle book imprint for Random House, assisting with all aspects of book production and marketing, and providing constant editorial support. Duties included writing book descriptions, promotional copy, and newsletters; generating P&L reports; corresponding with authors and other departments; evaluating manuscripts and responding to submissions; fact-checking and research for works-in-progress; contributing to the company-wide web development team; and general clerical tasks. [www.randomhousebooks.com](http://www.randomhousebooks.com/).Associate Literary Agent, WATERSIDE PRODUCTIONS, 1996 – 1997 Recruited over 75 authors for royalty and work-for-hire computer book projects and acted as managing agent for Sybase Computer Press. Negotiated contract points with authors, artists, licensors, packagers, and publishers, and maintained relationships with publishing industry professionals. Primary duties included writing and editing numerous effective book proposals, evaluating and responding to submissions, and fact-checking and research. [www.waterside.com](http://www.waterside.com). |

# additional experience

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| BOOK PROPOSAL WRITER, DAWN PRODUCTIONS, 2002EXECUTIVE PRODUCER, “GENE: THE FIGHTING MACHINE,” 2000PUBLICITY ASSISTANT, WATTS COMMUNICATIONS, 1996AUTHOR’s ASSISTANT, BARBARA MARX HUBBARD,1994RESEARCH ASSISTANT, DORLING KINDERSLEY, 1993 |

# EDUCATION

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| certification in professional editing, uc berkeley extension, (dec 2018)BA in english, uc berkeley, 1996 |

# TRAINING & COURSES

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| HOSPICE VOLUNTEER TRAINING, NORTHBAY HEALTHCARE, 2018ADVANCED MEMOIR WRITING, GOTHAM WRITERS, 2017CREATIVE WRITING, GOTHAM WRITERS, 2011ADVANCED WEB DESIGN, SRJC, 2005PHOTOSHOP, SRJC, 2005COPY EDITING, EDITCETERA, 2002ADVANCED HTML, MEDIA ALLIANCE, 1998 |

# MEMBERSHIPS & VOLUNTEER POSITIONS

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| NORTHBAY HOSPICE, VOLUNTEER SINCE 2018LIBRARY ASSISTANT, HOLY SPIRIT SCHOOL, VOLUNTEER SINCE 2013BAY AREA EDITORS’ FORUM, MEMBER SINCE 2010 |