

Andrea M. Rotondo

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

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

Qualifications Summary

- I build passionate teams, improve the creation/production process, work within budgets, improve bottom-line profitability, and brainstorm entirely new profit centers
- 20 years of experience as managing editor, acquisitions editor, production editor, online editor, content developer, writer, and social media manager
- Experienced (well-liked) supervisor, dynamic team leader, and mentor
- Solid editorial skills (developmental editing, web editing, copy editing, proofreading)
- Project management expert with acumen in scheduling and trafficking publications through production
- Experience hiring and managing internal and external teams (writers, editors, proofreaders, web designers)
- Skilled liaison between authors, editorial, art, production, web, marketing, and sales teams

Publishing Experience

Sterling Publishing (a subsidiary of Barnes & Noble)

June 2007–present

Senior Editor

New York, NY

- Effectively manage in-house team of junior editors and freelance service providers
- Equally comfortable motivating small teams as well as leading large groups
- Improved department's on-time product delivery rate from 82% to 97% by streamlining editorial workflow
- Develop acquisition plans and identify relevant trends and market demographics
- Acquire/edit books and kits (book plus component) with mass-market appeal
- Review and assess manuscripts as well as freelance staff
- Supervise kit business and increased product releases from eight kits per year to 20+
- Monitor budget and create project-specific p&ls
- Consistently meet designated margin standards to maintain a profitable revenue stream
- Coordinate and monitor backlist reprints
- Wrote online process manual, which serves as training material for new employees and as a daily reference for staffers
- Created and maintain database of freelance writers, copy editors, proofreaders, and indexers
- Prepare, negotiate, and finalize contracts on terms acceptable to both the publisher and authors
- Created and implemented quality control checklist to ensure consistent corporate brand messaging

Omnibus Press / Schirmer Trade Books (Music Sales Group)

January 2003–May 2007

Managing Editor / Acquisitions Editor

New York, NY

- Acquisition of rock star Tom Petty's first official biography, *Conversations with Tom Petty*
- Jump-started Omnibus's 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 New York, NY

- Responsible for editorial and production operations at this monthly magazine. Supervised seven people.
- Implemented new procedures that simplified the monthly close for the editorial team
- Lowered blue line correction costs by 52%, year over year

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

- Five-year tenure provided solid background in reporting and production. Supervised four people.

Freelance Writing

As a freelance writer, I specialize in luxury travel with an emphasis on cruise vacations, African safaris, exotic getaways, and frequent flyer / hotel loyalty programs. I've visited dozens of countries on assignment, including China, Croatia, France, French Polynesia, Honduras, Indonesia, Italy, Japan, Malaysia, Mexico, Monaco, Russia, Singapore, South Africa, and the United Kingdom.

I write for a variety of magazines and websites, including *American Baby*, *Billboard*, *Brides*, *Cruise and Travel Lifestyles*, *Cruise Travel*, *Cruise Critic*, *Destination Weddings & Honeymoons*, *Family Vacation Critic*, *Home-Based Travel Agent*, *Modern Bride*, *Billboard*, and other publications. I've also been interviewed as a travel expert by the BBC, *BusinessWeek*, CBS Radio, Fare Compare, and other major outlets. *USA Today's* Gene Sloan told his Twitter followers that I am "one of the titans of cruise writing."

LuxuryCruiseBible.com 2006–present
Founder • Editor-in-Chief • Social Media Manager

- Created and maintain a blog devoted to luxury cruise travel. Experience with SEO and Google Analytics.
- Follow me on Twitter (@luxcruisebible); I have 2,873 followers

I've Authored and/or Updated the Following Books

<i>Thomas Cook's Travellers New York City and New York City Pocket Guide</i>	2010
<i>Thomas Cook's HotSpots Hawaii and Travellers Hawaii</i>	2010
<i>Disney Weddings: Tying the Knot & Renewing Your Vows at Walt Disney World</i>	2002
Birnbaum's Official Guides to Disneyland and Walt Disney World	2001
<i>Getting Married: A Complete Guide to Planning Your Special Day</i>	2001

Education

New York University 2007–2008
Work towards NYU's Certificate in Editing

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

Aspen Music Festival and School 1986
Attended the summer program at the Edgar Stanton Audio Recording Institute

Skills

Acrobat, Adobe Creative Suite, Adobe InDesign, Adobe Photoshop, Blogger, CMS (content management systems), Digital Photography, Filemaker Pro, Firebrand Title Management, Google Analytics, html, Excel, Microsoft Office, Microsoft Word, Quark, SEO, TextPattern, Twitter, Typing (90 words/minute), WordPress