

# Andrea M. Rotondo

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## Experienced Travel Writer / Editor with Top-notch Managing Editor Credentials

Self-motivated, detail-oriented writer / 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

- Experienced travel writer, blogger, and guidebook author
- World traveler with relationships with key cruise lines, resorts and hotels, publicists, and writers
- *USA Today's* Gene Sloan told his Twitter followers that I am "one of the titans of cruise writing."
- I build passionate teams, improve the process, work within budgets, and brainstorm new profit centers
- 20 years of experience as managing editor, web editor, content developer, writer, and social media manager
- Project management expert with acumen in scheduling and trafficking publications through production
- Solid editorial skills (developmental editing, web editing, copy editing, proofreading)
- 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

## Travel Writing / Editing Experience

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.

### **LuxuryCruiseBible.com**

2006–present

#### **Founder and Editor-in-Chief**

- Built and maintain a blog devoted to luxury cruise travel. Experience with SEO and Google Analytics.
- Created special edition print magazine, *Voyage*, to commemorate the launch of Seabourn *Odyssey*
- 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
Birnbaum's Official Guides to Disneyland and Walt Disney World	2001
<i>Getting Married: A Complete Guide to Planning Your Special Day</i>	2001

## Publishing Experience

### **Sterling Publishing** (a subsidiary of Barnes & Noble)

June 2007–present

#### **Senior Editor**

New York, NY

- Develop acquisition plans and identify relevant trends and market demographics
- Acquire/edit books and kits (book plus component) with mass-market appeal

- 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
- 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
- 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 12 biographies
- Built and maintained ongoing relationships with musicians, management companies, and publicists
- Planned and executed trade show participation

**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.

## 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