

JILL DIANE LEWIS-KELLY

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Work experience

Freelance Publications & Web Site Consultant

Working as a freelance consultant, assisting clients with various publication and Web site needs, including design, editing, writing and overall strategic plans for marketing publications.

Manager of Print & Electronic Publications

Managed institutional publications and institutional Web site for private college. Publications included the alumni magazine (17,000 circulation; 3x/year), annual report, course catalog, commencement publications, and recruiting and fundraising materials.

Responsibilities ranged from writing, editing, content management and budget administration to managing staff writer, designers, freelance writers and photographers. Goals achieved: redesigned alumni magazine, established editorial style guidelines and created cost-effective measures to maintain Web site. Received a regional silver medal from the Council for Advancement and Support of Education (CASE) for the alumni magazine. Another fundraising publication won a national silver medal from CASE.

Project manager/managing editor

Produced a bimonthly newsletter (50,000 circulation) for the U.S. Department of Education's Safe and Drug-Free Schools program.

Duties included contracting contributors, researching, writing and editing content, designing layouts, working with printers, overseeing distribution (purchasing mailing lists and building an in-house subscription database), monitoring the project's budget and maintaining newsletter Web site. Executed other editorial and design projects, including creating two Web sites.

Senior visual design specialist

Produced graphic-related materials for use in client and firm communications. Required creating charts, graphs, 35-millimeter color slides and other graphic projects according to high-quality standards, following format guidelines in a timely manner. Effectively utilizing computer technology ensured successful performance in completing duties.

Freelance publishing/promotions consultant

Variety of editing, copywriting and publication design freelance jobs. In particular, a regional book distributor hired me to solely produce its 500-page catalog. Required editing, desktop publishing, working with artist and printers.

Promotions/publications manager

Responsible for all aspects of direct mail and trade show marketing for regional book and magazine wholesaler. Included producing quarterly magazine, weekly newsletter, targeted mailings and trade show booths. Sold and designed co-op advertising for publishers. Supervised art director with respect to theme-oriented quarterly magazine. Maintained mailing list.

Account coordinator

Maintained budgets for agency's major clients. Coordinated strategies between media, creative and accounting departments.

Advertising account executive

Sold and designed advertising to 40 local businesses for college daily newspaper (10,000 paid circulation).

Job chronology

Freelance Publications & Web Site Consultant, Lewis-Kelly Communications, Brooklyn, NY 11217

November 2005 – present

Manager Print & Electronic Publications, The Cooper Union, 30 Cooper Square, New York, NY 10003

November 2000 – November 2005

Project manager, American Council for Drug Education, 164 W. 74th Street, New York, NY 10023

October 1996 – November 2000

Visual design specialist, McKinsey & Co., Inc., 50 E. 52nd Street, New York, NY 10022

March 1991 - October 1996

Freelance marketing consultant, San Francisco

January 1990 - September 1990

Promotions manager, L-S Distributors, 130 E. Grand Avenue, South San Francisco, CA 94080

June 1986 - January 1990

Account coordinator, Young & Rubicam, 100 First Street, San Francisco, CA 94105

August 1984 - June 1986

Advertising account executive, Indiana Daily Student, Ernie Pyle Hall, Bloomington, IN 47402

August 1983 - May 1984

Education

Indiana University, Bloomington, IN, Journalism, 1980-1984

References: Available upon request