

# Cara St.Hilaire

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Enthusiastic publishing professional with expertise leading teams and acquiring many different types of content across many disciplines, most notably in the photography space. Blends strategic thinking and a willingness to forge new paths with a proven history of finding and signing top talent while always exceeding expectations. Excels in the following:

- Author vetting and acquisition
- High volume product management
- Team management
- Building and nurturing symbiotic partnerships
- Budget and P&L responsibility
- Eye for design and arrangement of visual elements

## PROFESSIONAL EXPERIENCE

**Skillsoft** | Norwood, MA

April 2017 – current

*Provider of corporate training: IT, Desktop, Business/Leadership, and Compliance.*

### Content Acquisition Manager

- Researched, negotiated with, and licensed 20+ new publishing partnerships, driven by content gap analysis; onboarded each new publisher and managed all new incoming ebooks and audiobooks into production.
- Formed a partnership with renowned podcaster, resulting in a new product type; took the lead on working interdepartmentally to create a new associated workflow.
- Utilized communication skills to revive 5+ dormant partnerships, resulting in more than 100 new content offerings.

**Western Schools** | West Bridgewater, MA

April 2015 – April 2017

*Accredited continuing education provider for healthcare professions.*

### Executive Editor, Allied Health

- Created 3 brand new product lines for continuing education professions from the ground up including: market research, strategy, community building, content acquisition and development, and promotion.
- Hired and managed 6 subject matter expert leads and over 100 freelancers from authors and speakers to copyeditors.
- Introduced first video courses by partnering with esteemed association. Managed project from start to finish including business proposal, contract, hiring and directing videographer, new workflow, etc.
- Project managed over 80 online courses from planning through launch and beyond.
- Planned inaugural accredited live webinars, securing renowned presenters and subsequent development.

**Cengage Learning** | Boston, MA

August 2014 – April 2015

*One of the largest academic publishers for higher education and K-12.*

### Product Team Manager

- Led the team responsible for the \$30m history list and worked closely with accomplished authors.
- Acted as the business leader for the discipline, including budgeting, strategy, and team management.
- Created a new QA process to improve quality of published digital products.
- Brought a disjointed team together to work harmoniously for the same end result.

**Photo.net** (now owned by CreativeLive) | Waltham, MA

January, 2013 – August 2014

*Photo.net is a large online photography community with over 100,000 members.*

### Editor in Chief

- Responsible for all editorial content including creating a thoughtful editorial calendar, adding 30+ new freelance writers, and forming partnerships with mainstream photo companies such as Sigma and Canon.

- Served as social media manager with Twitter, Facebook, and G+, growing audience by 30% in 18 months.
- Strategically ran photo contests to increase engagement, traffic, partnerships, and audience base.
- Wrote articles, product reviews, industry announcements, member communication, and press releases.
- Managed community including forum moderation, seeding lively discussion, and revamping discussion boards to create a welcoming environment for new members and keep existing members engaged.
- Created attractive, engaging newsletter (140,000 recipients) to promote inbound marketing.
- Interviewed prestigious and diverse photographers such as the world-renowned Anne Geddes.
- Proficient with CMS and email marketing systems including Wordpress, Constant Contact, iContact, etc.

## Focal Press | Burlington, MA

2004 - 2012

*Focal Press is a media arts publisher (photography, filmmaking, etc.), sold to Taylor & Francis by Elsevier in 2012.*

### Publisher

2009 - 2012

- P&L responsibility for \$20m publishing imprint producing 80 professional and higher education books per year. Led the team to highest sales year to date (2010), exceeding budget by 12%.
- Managed a dynamic and diverse team of 18 editorial staff members, placing an emphasis on quality, growth, and the promotion of a fulfilling work environment.
- Recipient of the *Valuing Our People* award for creating a positive team environment.
- Co-led inbound marketing initiative via blogging (masteringphoto.net) and Flickr community creation.
- Managed the divestment of Focal Press to Taylor & Francis by presenting the business to the CEO, President, and legal counsel including a portfolio and staff overview, financials, and future business strategy. Prepared the business for transfer through internal and customer communication along with asset transfer.
- Led integration to new parent company by maintaining stability while adapting to new environment. Hired 8 new staff members in 4 months. Trained staff on new workflows.

### Acquisitions Editor / Senior Acquisitions Editor, Photography

2007 - 2009

- Manager of the photography team and highest grossing list. Consistently exceeded both revenue and project goals while leading the direction of 50+ books annually.
- Built and nurtured an external publishing partnership that increased revenue by over \$1m; liaised and negotiated with agents; negotiated contracts with authors and vendors.
- Nominated for *Editor of the Year* and awarded *Proposal of the Year*.

### Associate Acquisitions Editor, Theatre and Film/Video

2004 - 2007

- Created and executed publishing strategy for the technical theatre list, resulting in 40% revenue growth and a dominant position in the market.
- Showed excellent time and budget management skills by managing 45+ projects per year on top of key new acquisitions in the areas of film, communications, and theatre.

## Additional Experience

- Volunteer Video Producer, Gemma Open Door for Literacy (current)
- Creator and blogger: [www.1veggieatatime.com](http://www.1veggieatatime.com) (current)
- Semi-pro family and wedding photographer (current)
- Massachusetts Secondary Educator License, English 8-12 (earned 2007)
- Freelance copyeditor and proofreader (2004-2009)

## EDUCATION

- University of Massachusetts Amherst, Sustainable Food and Farming Certification
- Emerson College, Graduate Certificate Publishing
- Binghamton University, B.A. in English

## TECHNICAL SKILLS

Adobe Lightroom	Twitter for Business
Adobe Elements	Facebook for Business
Microsoft Office	Webex
Wordpress	Animoto

Visit <https://www.linkedin.com/in/carasthilaire/> to view recommendations from past partners and colleagues.