

Anna Kaufman

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(310) 918-7780

Writer • Editor • Book Buyer

Writer and editor with over 10 years' experience at educational, entertainment, lifestyle, and automotive publications. Driven by a passion for the written word based on a lifelong love of books, which has in turn underpinned concurrent work as a children's frontlist buyer, adult and children's backlist buyer, and frontline bookseller with more than eight years' experience providing insightful stock curation for a chain of independent bookstores. Skilled in collaborating with other writers and editors, publisher representatives, store owners, frontline booksellers, and diverse clientele to promote the literary experience in all forms.

Professional Experience

Writer/Editor

2U INC., SOURCE INTERLINK MEDIA, GAYOT PUBLICATIONS, HOLLYWOOD LIFE MAGAZINE; LOS ANGELES, CA MAY 2006 - PRESENT

- Pitches, researches, and writes articles on wholly unfamiliar topics, swiftly attaining proficiency in areas including entertainment, travel, food, lifestyle, political theory, economics, and the automotive industry.
- Takes rough content provided by experts in a variety of fields (e.g., professors at 2U and automotive enthusiasts at Source Interlink) and translates their ideas into compelling, comprehensive articles or multimedia presentations, thoroughly fact-checking the material for accuracy and streamlining it for precision.
- Manages publication cycles, from initial pitch meetings to final proofs. Assigns workflow to contracted writers. Designs and lays out content in InDesign, Quark, Dreamweaver, or HTML. Edits others' work to improve clarity and flow, and proofreads all stages of copy to comply with, variably, AP, Chicago, or in-house style.

Children's Book Buyer

DIESEL, A BOOKSTORE; SANTA MONICA, CA

JAN 2009 - PRESENT

- Cultivates relationships with publisher reps to increase efficiency and efficacy of seasonal buys. Analyzes and annotates Edelweiss collections based on sales data, comps, and knowledge of current trends. Attends industry trade shows to liaise with fellow booksellers, buyers, and reps. In tenure as buyer, has produced a 20% growth in stores' children's sales.
- Places daily backlist orders, monitoring hot titles and maintaining stock level based on sales history, turn reports, and seasonal influences.
- Reads over 200 adult and children's books a year to identify titles that will most resonate with customer base. Increases expertise by reading trade publications, professional criticism, popular blogs, and Goodreads reviews.
- Writes reviews and recommendations of featured titles for rep, publisher, and trade use, and for stores' monthly newsletters with a circulation of approximately 10,000 subscribers. Served as newsletter editor 2011-2014. Has published over 1,000 reviews on Goodreads.

Publications & Awards

- Finalist for the Sundance Institute's 2016 Screenwriters Lab.
- Nonfiction profiles, reviews, and news coverage published in *Collider*, *Stalks*, *The Los Angeles Times Book Review*, *Hollywood Life Magazine*, *Premiere Magazine*, *The Daily Californian*, *The Food Paper*, and *Highlights*.
- Fiction and poetry published in *The Green Mountain Journal* and *Calliope*.

Education

BACHELOR OF ARTS IN LITERATURE; UNIVERSITY OF CALIFORNIA, BERKELEY

2006

Skills

- Microsoft Word, Microsoft Excel, PowerPoint, Outlook, Edelweiss, IBID, IBIDie, Photoshop, Dreamweaver, InDesign, Quark, Drupal, HTML
- Writing, editing, copy editing, literary analysis, sales, media curation, business strategy, multitasking, leadership
- Excellent memory for detail, rapid information retention and recall, creative thinking