

Anna Wostenberg

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Portfolio: <https://annawostenberg.journoportfolio.com/>

EXPERIENCE

Insight Editions | San Rafael, CA

Editorial Assistant

April 2018 – July 2020

Associate Editor

July 2020 – March 2022

Editor

April 2022 – November 2023

Senior Editor

November 2023 – Present

- Develop and edit an average of 20-25 projects per year, including crafting books, pop-up books, cookbooks, lifestyle books, pop culture books, tarot decks and guidebooks, and more
- Participate in acquiring new titles and developing new formats, including writing compelling book proposals
- Develop and edit new titles from concept to publication
- Hire, manage, and communicate with freelance authors and contributors; draft and review contract information for freelancers
- Draft P/Ls for projects of varying sizes and demands
- Communicate with managing editorial, design, production, marketing, and sales teams
- Urgently problem solve project issues as they arise
- Communicate/maintain strong relationships with licensors, freelancers, and key Hollywood talent to create strong, engaging content
- Manage and mentor an Editorial Assistant, from workflow to scheduling, processes, and more
- Write Marketing sales copy with emphasis on SEO that feeds to Amazon and other retailers
- Conduct market and media research on various properties and media icons
- Review and edit manuscripts
- Organize and manage assets/imagery for the projects I work on

Key Accomplishments:

- Developed the bestselling *Harry Potter: Magical Paper Crafts* (Pub West Gold Award for Design), *Gilmore Girls: The Official Cookbook* (*USA Today* Bestseller), and *Friends: The Official Advent Calendar*. See portfolio for more.

Princeton University Press | Princeton, NJ

Publicity Intern

September 2015 – May 2016

- Compile and send Galley Mailings and Press Releases
- Conduct research of author and book citations for marketing purposes
- Research online blogs to obtain information for marketing and publicity, and monitor blogs on topics related to specific books

EDUCATION

Rider University | Bachelor of Arts in English, Creative Writing

September 2012 – May 2016

- GPA: 3.96
- Rider University Presidential Scholarship; Sigma Tau Delta, English Honor Society & Alpha Lambda Delta, Freshman Honor Society; Rider University Dean's List for Academics every semester

SKILLS

- LinkedIn Learning: Learning to Write Marketing Copy; Editing Master: How to Edit Writing to Perfection; Writing in Plain English; Editing and Proofreading Made Simple; Grammar Foundations; Grammar Girl's Quick and Dirty Tips for Better Writing
- Computer: Proficient in Microsoft Word, Excel, PowerPoint, Internet, E-mail, iPad/Mac software, Google Suite, FileMaker, Outlook
- Language: English, Highly skilled in writing, grammar, and editing; French, Intermediate conversational and writing skills
- Strong project manager with skills in communication, knowledge of pop culture, creative writing, research, organization, teamwork, critical thinking
- Familiar with Chicago Manual of Style and Merriam-Webster's Collegiate Dictionary
- Strong relationship with licensors including: WB, Disney, Marvel, Lucasfilm, DC, Hasbro, Paramount, NBC Universal, Sony