

Anna Wostenberg

925-548-6292 • anna.wostenberg@gmail.com

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

EXPERIENCE

DK Alpha | Penguin Random House | New York, NY (Remote)

Senior Editor

September 2024 – Present

- Acquire, develop, and edit 6–8 influencer-driven lifestyle book per year, from concept through publication
- Develop and maintain trusted relationships with agents and influencers, including Will Tennyson, Jessi & Alessio Pasini, and Susana Briscoe-Alba

Insight Editions | San Rafael, CA

Senior Editor

November 2023 – August 2024

Editor

April 2022 – November 2023

Associate Editor

July 2020 – March 2022

Editorial Assistant

April 2018 – July 2020

- Developed and edited 20-25 projects per year, including bestselling pop culture books, crafting books, pop-up books, cookbooks, lifestyle books, tarot decks and guidebooks, and more, from concept to publication
- Developed and maintained trusted relationships with major entertainment studios including Disney, Warner Bros., Paramount, Sony, Mojang, and more, and A-list Hollywood talent, including Christina Ricci
- Wrote marketing sales copy with emphasis on SEO that fed to Amazon and other retailers
- Participated in acquiring new titles and developing new formats, including advent calendars, fashion books, and tarot decks
- Hired, managed, and communicated with freelance authors and contributors; drafted and reviewed contract information for freelancers, negotiated with agents
- Drafted P/Ls for projects of varying sizes and demands
- Worked collaboratively with managing editorial, design, production, marketing, and sales teams
- Maintained multiple, fast-paced schedules for projects while executing the ultimate creative vision for the projects
- Conducted market and media research on many varied properties and media icons, as well as tracked pop culture trends
- Managed and mentored 5 editorial assistants, from workflow to scheduling, processes, and editing
- Onboarded and trained new editorial hires, from editorial assistants to senior and executive editors
- Organized and managed assets/imagery for multiple databases and brands and IPs

Key Accomplishments:

- Developed the bestselling and award-winning *Gilmore Girls: The Official Cookbook* (USA Today Bestseller, 64,000 copies RTD), *Harry Potter: Magical Paper Crafts* (Pub West Gold Award for Design), *Friends: The Official Advent Calendar* (150,000 copies RTD)

Princeton University Press | Princeton, NJ

Publicity Intern

September 2015 – May 2016

EDUCATION

Pace University | Master of Science, Publishing

Expected December 2027

New York University | Certification, Copyediting and Proofreading

Expected June 2025

Rider University | Bachelor of Arts in English, Creative Writing

September 2012 – May 2016

SKILLS

- Strong relationship with licensors including: WB, Disney, Marvel, Lucasfilm, DC, Hasbro, Paramount, NBC Universal, Sony
- Strong project manager with skills in communication, pop culture, writing, research, organization, teamwork, critical thinking
- Familiar with Chicago Manual of Style and Merriam-Webster's Collegiate Dictionary
- Computer: Proficient in Microsoft Word, Excel, PowerPoint, Internet, E-mail, iPad/Mac software, Google Suite, FileMaker, Outlook
- Language: French, Intermediate conversational and writing skills