

# YVETTE FLORIO LANE

85 Washington Street | Keyport, NJ 07735 | 732-213-6810 | yveflane@gmail.com

## SUMMARY OF EXPERIENCE

Accomplished and adaptable writer and editor with extensive experience creating, revising, and editing content for print and digital communications projects. Previous employment in creative, marketing, editorial, and production at several companies including R.L. Polk, Thomas Publishing, and Alan R. Liss. Published author of articles, reviews, encyclopedia entries, and a full-length book. Areas of expertise include marketing copy, internal business communications, direct mail, email, websites, blog posts, and other initiatives. Highly skilled at crafting engaging narratives using compelling storytelling and simplifying complex concepts into clear and accessible writing.

## EMPLOYMENT HISTORY

### **Writer/Editor/Proofreader**

1993 — current

*Keyport, NJ*

Freelance communications specialist for academic, business, community, and professional clients

Wrote press releases for a range of clients including restaurants and professional firms

Crafted innovative, on-brand, optimized sales and marketing copy for every situation

Created newsletters, blog posts, and sales letters for specialty clients

Edited manuscripts accepted for publication

Managed multiple projects

Delivered projects on time and on budget with highly satisfied clients

### **Assistant Managing Editor/Managing Editor Journal of International Labor and Working-Class History**

1/1/2011 — 10/1/2012

*Piscataway, NJ*

Managed efficient manuscript flow from initial submission to publication

Communicated Editorial Board decisions to authors and ensured timely peer review

Reviewed accepted manuscripts to ensure that all copyright and related issues were satisfied

Worked with copy editors to ensure that manuscripts appropriately formatted and edited for publication

Guided manuscripts through the publisher's on-line and print publication process

Created the editorial production schedule with publisher and worked with publisher to adhere to schedule

Developed and implemented the journal's policy and procedures, including style format

Responsible for maintaining bank accounts and managing expenses

Maintained communication with advertising and publicity vendors and marketing and editorial departments at Cambridge UP

R.L. Polk

1988-1993

**Creative Director**

*New York, NY*

Managed creative and print production processes for direct response mail programs for major national and multi-national corporations

Wrote copy for test panels for full direct mail packages and collaterals for mailings over million pieces

Conceived and reviewed copy and art produced by in-house staff and freelancers

Crafted and contributed to creative test campaigns and control panels for major clients

Ensured timely and correct delivery of all printed materials from initial concept to press

Oversaw the mailing schedule of major test panels and controls

Wrote and edited Creative Department's newsletter, *The Matrix*

Worked with vendors of premium incentives and other collateral materials including sweepstakes

Collaborated with design, production, and sales teams

EDUCATION

- Bachelor of Arts in Anthropology, State University of New York, New Paltz, NY
- Graduate Degrees in History