

# Wendy Rubin

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## PROFESSIONAL EXPERIENCE

### ***Editorial Consultant, Wendy Jill Rubin, LLC***

**Sept. 2021–present**

- Provide editorial services such as developmental and copy editing, proofreading, and writing, as well as project management, for nonprofit and nongovernmental organizations, publishers, and consulting firms for materials such as scholarly journals, books, magazines, presentations, and white papers.
- Current and recent clients include the World Bank Independent Evaluation Group, Tahirih Justice Center, National Science Teaching Association, *Mother Jones*, Learning Policy Institute, NAFSA: Association of International Educators, and Council for Advancement and Support of Education, among others.

### ***Director of Publishing Services, NAFSA: Association of International Educators***

**March 2020–Aug. 2021**

- Supervised one editor for the production of books, ebooks, digital products, and student and parent guides for international educators; oversaw all matters related to production to ensure publications meet NAFSA standards; served as project manager as needed to alleviate editor's workload.
- Edited and proofread numerous materials, including books, online resources, blog posts, weekly e-newsletter, monthly magazine, marketing materials, publications catalog, and reports.
- Worked with deputy executive director to create business cases, determine revenue projections, track costs, and develop budgets.
- Conducted internal and external book order fulfillment operations; administered online bookstore services, partnering with NAFSA staff colleagues to keep the site running smoothly.
- Collaborated with NAFSA's marketing team to draft marketing content (including emails and social media posts) and conceptualize promotions for NAFSA publications.
- Managed customer service–related issues for all NAFSA publications, including troubleshooting individual customer problems that arise with NAFSA's fulfillment vendor; coordinated and shared information with other NAFSA departments as needed to address issues.

### ***Editorial Director, Vanguard Communications***

**April 2017–Feb. 2020**

- Led materials development efforts for multifaceted, multiyear federal contract with an emphasis on product creation and promotion. Researched and wrote content for high-profile publications and promotional materials about the prevention of substance use and the promotion of mental health.
- Managed schedules and tasks across clients and within specific projects, including coordinating with freelancers, revising workplans, communicating new needs and deadlines to internal team members, and adjusting workloads as required to stay on deadline and within budget.
- Researched, wrote, and edited content for presentations, infographics, brochures, communications plans, event scripts, websites, blog posts, fact sheets, annual reports, press releases, op-eds, and literature reviews across multiple government and nonprofit clients on topics such as mental health, early childhood education, and diabetes, among other subjects.
- Developed talking points and messaging for clients, including federal agency leadership.
- Collaborated with clients to create strategic communications plans specific to their organizational goals and needs; worked with internal team and clients to conceptualize creative and manageable activities and products to achieve their goals.
- Researched, drafted, and edited proposal content and promotional materials for Vanguard projects.
- Supervised senior editorial associate; tracked and manage editorial team's workload.

***Managing Editor, National Science Teachers Association (NSTA) Press*** **July 2013–April 2017**

- Supervised two editors for the production of 25–30 books each year; set schedules and helped editors meet deadlines by coordinating manuscript review and revision, working with design and production departments, discussing issues with authors, and reviewing final proofs for each book before printing.
- Ran weekly editorial staff meetings and biweekly meetings for editorial, design, and production staffs to ensure each book stayed on schedule.
- Scheduled, organized, and developed the spring and fall catalogs for NSTA Press by working with design, production, marketing, and sales departments, as well as freelancers; copyedited and proofread 112-page catalog; reviewed each round of page proofs and entered corrections in InCopy; created spreadsheets for development of digital catalog and reviewed final version.
- Monitored inventory and replenishment (at least 20 books per year).
- Edited several titles per year, from manuscript submission through printed book.
- Drove marketing efforts by creating journal ads and editing press releases, catalog and cover copy for each book, and NSTA’s award-winning *Book Beat* monthly e-newsletter.
- Drafted application copy for and submitted NSTA Press books for top industry awards such as EXCEL Awards and Outstanding Science Trade Books.
- Played a pivotal role in developing and nurturing author relationships, particularly with NSTA’s top authors.
- Hired associate editors and expanded freelance roster to feed continually growing book list.
- Worked in the on-site Science Store at regional and national conferences, including setting up the store, advising customers on materials, and discussing current and potential projects with authors.
- Managed content for the online NSTA Science Store.

***Associate Editor, NSTA Press*** **April 2009–July 2013**

- Managed production of 8–12 titles per year: helped authors with revisions; copyedited and coded manuscripts; reviewed proofs and blue lines; edited marketing materials; worked with design, production, managing editor, and freelancers.

***Production Editor, Simon & Schuster, Children’s Division*** **Jan. 2006–April 2009**

- Managed production of 30 titles per season: served as liaison between editorial, design, and production, as well as with freelancers; reviewed proofs, blue lines, and release copies for all titles.

***Production Editor, KSA-Plus Communications*** **Feb. 2005–Dec. 2005**

- Managed and edited websites, annual reports, and white papers for nonprofit, business, and education organizations.

***Managing Editor, Heldref Publications*** **June 2003–Feb. 2005**

- Managed three academic journals for nonprofit publisher: coordinated reviews of manuscripts by editorial board members and qualified academic reviewers; edited all manuscripts and made revisions based on author feedback; proofread all issues in final layout; checked blue lines before printing.

**EDUCATION**

**George Mason University**

M.A. in English with professional writing and editing concentration

**Jan. 2004–May 2006**

**The George Washington University**

B.A. in political science with public policy concentration; minor in French

**Aug. 1999–May 2003**