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SUMMARY

Resourceful and dynamic content strategist, product developer, project manager, editor, and writer with publishing background in consumer, trade, business, and education markets. Creative problem-solver with exceptional time management, communications, presentation, and organizational skills. Collaborative leader and manager of cross-discipline teams with effective client relationships and on-time, under-budget delivery of print, digital, and video projects.

PROFESSIONAL EXPERIENCE

Writer/Editor, Content Strategist, and Project Manager, September 2015 to present

- Write and edit material for K–12 language arts and social studies programs
- Strategize and create compelling content for digital products and web sites
- Manage projects from inception to completion

Executive Editor, National Geographic Learning, Evanston, Illinois, March 2010–December 2014

- Produced educational programs for K–12 social studies within schedule and on budget, managing complex editorial projects from product launch through successful product release and ensuring that products met quality, creativity, and customer expectations
- Strategized and conceptualized product plans, applying knowledge of market trends and defining product configurations and specifications
- Developed staffing, freelance, and vendor plans to meet program goals and secure resources and provided training and support for content preparation and product development teams
- Managed the editorial team and external contributors to create prototypes and product models for new products. Collaborated with design to ensure that prototypes met expected guidelines and forwarded the National Geographic mission
- Oversaw the creation of program plan documents, including writing and editing specifications, and established workflows, schedules, and end dates, accounting for all interdependencies

Supervising Editor, National Geographic School Publishing, Evanston, Illinois, August 2008–March 2010

- Responsible for planning, managing, and editing student editions, teacher editions, and other materials for secondary language arts and social studies programs
- Manage and facilitate project teams
- Prepared presentation documents for California state adoption of middle school language arts program

Senior Editor, National Geographic School Publishing, Evanston, Illinois, April 2006–August 2008

- Responsible for planning and editing student editions, teacher editions, and other materials for secondary language arts programs for English language learners and struggling readers
- Developed, edited, and wrote content for a multi-million dollar high school literature program
- Prepared presentation documents for Florida state adoption of high school literature program (won state adoption with a ranking of 10 [out of 10] for content quality)
- Developed, edited, and wrote content for multi-million dollar middle school language arts program
- Managed reprint project of the middle school language arts program for submission to the state of California for adoption (won adoption after the state's review of reprinted materials)

Freelance Editor, March 2002–April 2006

- Provided editorial consulting and development for proposals, manuscripts, and educational materials
- Managed a variety of publishing projects, from simple books to large-scale educational programs
- Provided editorial services, from developmental editing to writing to copy editing

- Freelance projects include:
 - *Literature*, online components, Grades 9 – 12 (program for lower level readers), project manager
 - *Developing Child*, High School Student Edition, developmental editor and project manager
 - Physical Science Teacher's Edition, Grade 6, project manager and editor
 - Reading and Language Arts activity books, Grades K – 5, writer
 - National bestseller *There Must Be More Than This*, self-help trade book, content editor
 - *Using Children's Literature in the Elementary Classroom*, online course for teachers, editor

Acquisitions Editor, McGraw-Hill Trade, Burr Ridge, Illinois, October 1999–August 2002

- Acquired authors for business, finance, and investing professional and trade books
- Developed book ideas and manuscript; edited manuscript content from submission to production
- Reviewed, evaluated, and wrote project proposals; presented proposals to weekly editorial board
- Negotiated author agreements; worked with authors throughout publishing process, from initial proposal to final publication
- Signed 20 books in 2001
- Developed new accounting product line for professional publishing program

Director, Product Development, SkyLight Professional Development, a Pearson Education Company (currently Pearson Achievement), Arlington Heights, Illinois, September 1998–September 1999

- Directed production of multimedia products, including video and online programs
- Developed annual publishing and multimedia product plans
- Developed new product lines for publishing and multimedia, including new literacy publications and new line of distance learning videos for nondegree and degree programs
- Developed and edited curriculum for teacher training multimedia products
- Acquired authors and education experts for teacher training multimedia products
- Negotiated author and multimedia contracts
- Prepared and managed \$9 million product development budget
- Developed and produced award-winning distance learning product (*Balanced Assessment* video winner of the 1999 USDLA Best Distance Learning Video Product award)

Managing Editor/Manager, Product Development, SkyLight Training and Publishing Inc., Arlington Heights, Illinois, September 1997–September 1998

- Directed acquisitions, editorial development, design, and production of print products
- Developed annual front list publishing plan; analyzed inventory and back list with production
- Reviewed and evaluated manuscript proposals for publication
- Oversaw negotiation of author contracts
- Prepared and managed publishing schedule and budget
- Planned, budgeted, and coordinated marketing efforts with marketing department
- Increased 1998 product line by 50 percent from 1997
- Developed new biannual product catalog (Spring 1998 product catalog winner of the 1998 Ben Franklin Award for Direct Mail Catalog Design)

Editor, Publications International, Ltd., Lincolnwood, Illinois, October 1994 to August 1997

- Produced general consumer books, from initial concept to final pages
- Evaluated manuscripts and developed content; edited for style, accuracy, clarity, and reading level
- Managed authors, illustrators, and freelancers and supervised photo shoots, maximizing resources with limited budget and schedule
- Developed project management system for general editorial department
- Created new employee orientation procedures and training materials

EDUCATION

Bachelor of Arts Degree in Broadcast Journalism and Video Production, English Minor, December 1988, Purdue University, West Lafayette, Indiana.

Associate campus editor, reporter, and copy editor at *Purdue Exponent*, an independent student newspaper. Junior and senior board member of School of Humanities student council. Semester Abroad, Fall 1986, College of St. Mark and St. John, Plymouth, England