

sally sisson

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writer + editor | content developer | print + web + social media
former copyeditor | editor | managing editor | creative director

clients + specialties

EDUCATIONAL: Animal Planet • Discovery Education • Dorling Kindersley Multimedia • Holly Hill Farm • Inly School • Keating Associates • MIT • Pearson Education • Turnstone Publishing • Walden Media
BUSINESS: CareerBuilder • Kogan Page Publishers • Fast Company • Inc.com • Stone + Company
CORP|MARKETING: Corporate Telephone Inc • FORGE Worldwide • Wells Fargo Bank
TECHNOLOGY: Analog Devices • TECH TIPS Blog | Discovery • Fast Company • MIT Technology Review
TRAVEL+ENTERTAINMENT: ACCESS Guides • Boston Sidewalk|Citysearch • CityGuide • Compass|PopOut Maps
DK Eyewitness Travel Guides • Pacific Bell SMART Pages
PUBLISHING: America's Test Kitchen Books • Harvard Common Press • Reader's Digest

freelance | digital

DISCOVERY EDUCATION • Silver Spring, MD (2004—present)

<http://school.discoveryeducation.com/>

Writing marketing copy, long-form content and curriculum-based activities and lesson plans for websites and print collateral. Writing blog posts and tweets for social media tie-ins. Content development for Discovery Education websites developed in partnership with Microsoft, SMART Technologies, CDW-G, Scotch/3M, Elmer's, Progressive Insurance, XPrize Foundation, U.S. Dept of Energy, FEMA, Waste Management, the Ad Council, etc.

PEARSON EDUCATION • Boston (2009)

<http://www.pearsoned.com/>

SEO copywriting and content development for Learning Solutions division website.

INC.COM / Inc Magazine • Boston (2001)

<http://www.inc.com>

Writing, editing and tagging management tips for national business magazine's website.

TURNSTONE PUBLISHING GROUP • Boston (1998—2000)

Writing and editing for children's science website + book series produced with [Woods Hole Oceanographic Institution](#), [Harvard-Smithsonian Center for Astrophysics](#), and the [Smithsonian Tropical Research Institute](#).

BOSTON SIDEWALK / Microsoft Corp (now CitySearch) • Boston (1997)

<http://boston.citysearch.com/>

Copyediting heavy volume of features and listings (restaurants, arts + entertainment, etc.).

DORLING KINDERSLEY MULTIMEDIA • London (1993—1994)

<http://us.dk.com/static/cs/us/11/features/eyewitness/>

Coordinated content and sound for the *Eyewitness Encyclopedia of Nature* CD-ROM. Scriptwriting and editing video and animation clips; online text editing; production of individual Quark screens; assisting with authoring. Proofreading and Americanizing all text in *The Way Things Work*, CD-ROM based on David Macaulay's book.

freelance | print

FORGE WORLDWIDE • Boston (2011)

<http://www.forgeworldwide.com/>

Copywriting for series of brochures for ad agency's healthcare industry client.

HARVARD COMMON PRESS • Boston (2010)

<http://www.harvardcommonpress.com/>

Proofreading manuscripts for book publisher.

STONE + COMPANY • Cohasset, MA (2005—2010)

<http://www.stoneandcompany.com>

Editing business reports for management consulting firm.

M.I.T. TECHNOLOGY REVIEW • Cambridge (2003—2005)

<http://www.technologyreview.com/magazine/>

Fact-checking, research and copy editing for monthly business/technology magazine.

FAST COMPANY MAGAZINE • Boston (1995—2000)

<http://www.fastcompany.com>

Fact checking, research and copy editing for monthly national business magazine.

COOK'S ILLUSTRATED / AMERICA'S TEST KITCHEN BOOKS (2007—2008)

<http://www.cooksillustrated.com/bookstore/>

Proofreading manuscripts for cookbook publisher.

WALDEN MEDIA LLC • Boston (2002—2003)

<http://www.walden.com/education>

Writing and copy editing series of books on educational films, published by Scholastic. Picture research for books and "Holes" film website (based on Louis Sachar's book).

THE MAP GROUP / COMPASS MAPS LTD • Boston + Bath, UK (1995)

Hired staff for Boston office start-up, handled editorial management of pop-up map products.

DORLING KINDERSLEY INC • London (1993—1994)

<http://www.dorlingkindersley-uk.co.uk/>

Travel Guides & Cartography: Editorial review, copy editing, proofreading and Americanizing of books including *The World Reference Atlas* and the Eyewitness Guide travel series. DK Direct: Copy editing and proofreading popular-science books packaged for Time/Life.

permanent jobs

INLY SCHOOL • Scituate MA (2004—2009)

<http://www.inlyschool.org>

Communications Associate + Asst. Media Specialist

Writing and copyediting for digital newsletter, website and internal and external marketing communications materials at independent school. Writing all press releases and handling media relations. Copywriting and illustration for auction catalogs, playbills and event communications. Also worked P/T in school library, assisting teachers and students with research, book and media selection, and teaching library and media skills classes.

PACIFIC BELL DIRECTORY | SMART Creative Services • San Francisco

Creative Director (2/91—7/92)

Managed SMART Creative Services, 56-person digital publishing group. Supervised Editorial, Design, Cartography and Production dept heads and all operations. Oversaw annual budget of \$2.5 million and production of the ACCESS Pages, a customized 4-color community magazine for directories in 100+ markets in California (circ: 36 million). Directed redesign of product, which resulted in dramatic increase in usage figures. Scripted and directed multimedia presentations. *Elected to Council of Leaders, 1991 and 1992; received President's Exceptional Achievement Award, 1992.*

Managing Editor (6/89—1/91)

Hired and supervised 17 researchers, writers, copy editors, fact-checkers and proofreaders to produce 100+ ACCESS Pages products annually. Established process, procedures and editorial style guidelines; created new product features. *Received 1990 President's Exceptional Achievement Award. Promoted to Creative Director.*

ACCESS PRESS | TheUnderstandingBusiness | Richard Saul Wurman Design • San Francisco

<http://www.wurman.com/>

Copy Editor

Editorial and research review, copyediting and proofreading for information-design firm. Focused on Pacific Bell Directory's "ACCESS Pages," based on ACCESS Guides travel books. Edited text for ACCESS Guides and book projects, e.g. *Information Anxiety*, Wurman's bestseller. (9/87—6/89) *Selected by client to start in-house group.*

AMERICAN MEDIA INC • San Francisco

Executive Assistant

After 3-month assignment as assistant to VP/GM of KPIX-TV, San Francisco's CBS television affiliate, selected to join him in start-up of radio broadcasting holding co. (2/86—9/87)

TEST + MEASUREMENT WORLD MAGAZINE | now owned by Reed Elsevier • Boston

<http://www.tmworld.com/>

Features Coordinator

Trafficked manuscripts and artwork and handled technical proofreading for up to 14 articles per month for *Test + Measurement World*, a leading electronics trade magazine. (5/84—5/85) *Promoted after 4-month stint as production assistant*

education

STANFORD PROFESSIONAL PUBLISHING PROGRAM

Stanford University, Summer 1990

Art director of first-prize-winning magazine prototype

SIMMONS COLLEGE, Boston, MA

B.A., Communications (Concentration: History + Government), 1984

UC BERKELEY EXTENSION SCHOOL

Courses in graphic design, advertising copywriting + writing children's literature, 1987-89