

# Sally Sisson

[www.sallysisson.com](http://www.sallysisson.com)

392 South Main Street  
Cohasset, MA 02025

781.383.6190 office  
781.534.2773 cell

email: [sally@sallysisson.com](mailto:sally@sallysisson.com)

.....  
**writer + editor + project  
manager + consultant**  
.....

## CLIENTS

### *Educational*

Discovery Education  
Animal Planet  
Dorling Kindersley Multimedia  
Walden Media  
Turnstone Publishing  
Scientific American Explorations  
Inly School

### *Business*

Inc.com  
Fast Company Magazine  
M.I.T. Technology Review  
Kogan Page Publishers  
Stone + Company Consulting

### *Technical*

M.I.T. Technology Review  
Fast Company Magazine  
Analog Devices  
Test & Measurement World

### *Other publishing*

ACCESS Press / T.U.B.  
DK Direct  
DK Eyewitness Travel  
Compass Maps/PopOut Maps  
Cook's Illustrated Books  
Reader's Digest

### *Corporate communications*

Pacific Bell Directory  
Wells Fargo Bank  
Richard Saul Wurman Design  
M.I.T. Professional Development  
CareerMaker Inc.

## FREELANCE WORK

.....

### WEBSITES & DIGITAL MEDIA

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

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

Research, writing and content development for major online guides for teachers, parents and students for Discovery Education and subsidiary websites, including Animal Planet.

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)

<http://www.turnstonepub.com>

Writing and research for children's science website, designed to be used with books 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.) for regional Sidewalk.com website, using proprietary Windows database.

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 sequences; online text editing; production of individual Quark screens; assisting with authoring. Proofreading and Americanizing all text in *The Way Things Work*, award-winning CD-ROM based on David Macaulay's book.

### MAGAZINES

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/topics/magazine>

Fact checking and copy editing for monthly national business magazine. Extensive experience handling technical content, as well as business features.

### BOOKS

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/walden/index.php>

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).

## Sally Sisson

TURNSTONE PUBLISHING GROUP • Boston (1998—2000)

Picture research and editorial-process consulting for series of children's science books produced in partnership with Woods Hole Oceanographic Institution, Harvard-Smithsonian Center for Astrophysics, and the Smithsonian Tropical Research Institute.

DORLING KINDERSLEY INC • London (1993—1994)

Travel Guides & Cartography division

Editorial review, copy editing, proofreading and Americanizing of highly illustrated books including *The World Reference Atlas* and the *Eyewitness Guide* travel series.

DK Direct division

Copy editing and proofreading series of popular-science books packaged for Time/Life.

### E T C E T E R A

.....

**INLY SCHOOL** • Scituate MA (2004—present)

<http://www.inlyschool.org>

*Communications Associate (part-time position)*

Write media releases and news articles for weekly online newsletter at independent Montessori school. Writing and copyediting as needed for school website and both internal and external communications.

**PACIFIC BELL DIRECTORY/Creative Services** • San Francisco

*Creative Director* (2/91—7/92)

Managed SMART Creative Services, the corporation's 56-person digital publishing group, made up of Editorial, Cartography, Design and Production departments. Supervised department heads and all operations. Oversaw annual budget of \$2.5 million.

Responsible for the "ACCESS Pages," a customized community magazine for Yellow Pages directories in 100+ markets in California (circ: 36 million). Initiated and directed 4-color redesign of product, which resulted in dramatic increase in usage figures.

Scripted and directed multimedia presentations. Supervised art direction and design of newsletters and sales collateral material. Elected to the corporate Council of Leaders, 1991 and 1992; received President's Exceptional Achievement Award, 1992.

*Managing Editor* (7/89—1/91)

Selected from outside design firm (see below) to build Editorial Dept. of start-up creative services group. 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 /T.U.B. / Richard Saul Wurman Design** • San Francisco

*Copy Editor*

Editorial and research review, copy editing and proofreading of heavy volume of manuscripts for internationally renowned information-design firm. Primarily worked on Pacific Bell Directory's "ACCESS Pages," based on the best-selling ACCESS Guides travel book series. Also wrote listings and features and copy edited text for ACCESS Guides and such projects as *Information Anxiety*, Wurman's bestseller published by Simon & Schuster. (9/87—6/89; *selected by client after expiration of contract to start in-house operation*)

# Sally Sisson

**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 broadcasting holding company. Handled office management, conference coordination, press releases, etc. (2/86—9/87)

**T.M.W. MAGAZINE/Dun & Bradstreet • Boston**

*Features Coordinator*

Trafficked manuscripts and artwork for up to 14 articles per month for "Test & Measurement World," a leading electronics trade magazine. Liaison between international authors and technical advisers, outside vendors and in-house staff. Heavy volume of technical proofreading. Supervised three editorial assistants. Promoted after 3-month stint as manufacturing assistant/trade show coordinator. (5/84—5/85)

## EDUCATION

.....  
STANFORD PROFESSIONAL PUBLISHING PROGRAM

Stanford University, Summer 1990

*Won first prize for art direction of magazine prototype*

SIMMONS COLLEGE, Boston, MA

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

UC BERKELEY EXTENSION SCHOOL

Courses in graphic design & writing children's literature, 1988-89

HARVARD UNIVERSITY EXTENSION SCHOOL

Courses in advertising copywriting & writing children's literature, 1984-85

UNIVERSITY OF COLORADO, Boulder, CO

Film studies & fine arts, 1982