

Danielle Hallock

Education

Boston University

Bachelor of Arts: **English** / Minor: Spanish

Dean's list: Fall 2010 - Spring 2012

Boston, MA

May 2012

Experience

Culture Trip

Editor

New York, NY

March 2018 – April 2020

- Created articles about global travel, lifestyle, food, arts, design, wellness, sustainability, culture, and news
- Commissioned/wrote features, listicles, interviews, photo essays, news articles, social stories, and branded content
- Edited and proofread articles for clarity, tone, grammar, and brand-alignment in digital publication and print magazine
- Ideated, researched, and executed content using original video, photography, animation, and illustration
- Organized and oversaw editorial calendar to produce an output ranging from 40 to 200 articles per month
- Recruited and managed up to 20 writers and 5 copy editors, both in-house and remote freelancers across the world
- Collaborated with social media, visual teams, SEO, and data analytics to enhance content and outreach
- Strategized and created in-house style guide, diversity and authenticity guidelines, and consumer focus plans

Penguin Random House

Associate Managing Editor

New York, NY

July 2014 – March 2018

- Managed publication process of 100+ nonfiction books at a time, covering wellness, travel, food, lifestyle, and careers
- Maintained production schedules, routed materials, verified specs, and managed metadata feeds to online retailers
- Assisted publisher in determining budget, print quantity, and pricing of books
- Approved freelance budgets and invoices and advised on production costs
- Styled and coded manuscripts, proofread covers and reprints corrections, and made minor edits where needed
- Coordinated and ordered advance reader copies, bound galley, and other publicity/marketing materials
- Helped initiate, conceptualize, and lead the first Diversity and Inclusion Committee at the company

Cengage Learning

Associate Editor

Boston, MA

Sept. 2012 – July 2014

- Hired freelancers, managed authors, and maintained production schedules, deadlines, and budgets
- Prepared print and digital products by coordinating the pre-production process and preparing manuscript files
- Created book development plans by strategizing interior content and cover designs with authors
- Managed reviews by commissioning reviewers and ensuring prompt payment of invoices and check requisitions

Penguin Books UK

Editorial and Audiobook Intern

London, England

Feb. 2012 – April 2012

- Wrote cover copy, including short book summaries and author bios, to be printed on classic edition books
- Drafted, assembled and mailed press releases to potential book and audiobook reviewers
- Researched and fact-checked various book components and requested legal permissions from publishers
- Created podcasts by writing scripts and author interview questions, and digitally editing audio tracks
- Enhanced online product pages using SEO and embedded audio clips onto websites

Hachette Book Group USA (Little, Brown, and Co.)

Managing Editorial Intern

Boston, MA

June 2011 – Dec. 2011

- Prepared, reviewed, and trafficked book transmittals and cover design mechanicals
- Made changes to hardcover books for paperback conversions
- Submitted manuscripts to the Library of Congress to procure official CIP information
- Analyzed and corrected converted eBook files for quality assurance

Pen and Anvil Press (Clarion and Sixty-Six)

Editor

Boston, MA

Sept. 2010 – May 2011

- Assessed and selected submissions for publication of poetry, prose, and short stories
- Corresponded directly with authors to offer approval or suggest improvements
- Collaborated with fellow editors on direction and organization of magazine

Skills

- Exceptional command of English language and formats (MLA/Chicago)
- Fluent in speaking, reading, and writing Spanish
- Macintosh, PC; Microsoft Office Suite (Outlook, Word, PowerPoint, Excel), Adobe Acrobat Pro, Adobe InDesign, Adobe Digital Editions, WordPress, Filemaker Pro, SAP, Biblio, Audacity