

# KRIS HIRSCHMANN

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## WORK EXPERIENCE

### **THE WORDSHOP**

**Owner**

**MAITLAND, FL**

**September 1999 – Present**

Sole proprietor of freelance writing/editing business, specializing in children's fiction and non-fiction books/activity kits. Primary clients in children's publishing currently include Scholastic (Trade, Book Clubs, and Book Fairs/Tangerine Press divisions), Scholastic at Home (recently acquired by Sandvik Publishing), Intervisual Books/Piggy Toes Press, Silver Dolphin, CB Publishing, Compass Point Books, and Norwood House Press. I also write for the adult market; major clients have included *Business Week*, the Orlando Museum of Art, and *WHERE Orlando* magazine.

### **PACE PRODUCTS, INC.**

**Creative Director**

**APOPKA, FL**

**July 1997 – September 1999**

Creative Director for children's publishing and packaging company producing 50–60 titles per year for national clients including Scholastic Book Fairs, Clubs and Trade; Troll Communications; Disney Press; Random House; Avon Books; Dalmatian Press; and more. In this capacity, I oversaw each project from concept to completion. I also conceptualized new books and kits for presentation to clients. Duties included, but were not limited to:

- Working directly with clients to determine artistic and editorial direction of each project;
- Communicating clients' needs to art and editorial departments, then supervising each stage of a project to ensure parameters were being met;
- Suggesting art and editorial alterations as necessary to ensure a high-quality product that more than met clients' standards;
- Final authority over content, both art and editorial, of all projects;
- Producing schedules for each project and monitoring/ensuring adherence to said schedules;
- Supervising eight employees (five artists including art director; three writers/editors including managing editor);
- Acting as Creative's sole liaison with the Sourcing, Production, Sales, and Operations departments to obtain the necessary materials and assistance for each project; and
- Assisting the editorial department as necessary with the writing of books during crunch times.

### **Managing Editor**

**August 1995 – December 1997**

Oversaw and participated in the research and writing of 50–60 original book manuscripts per year (see client list above). Helped in-house staff of two writers streamline their efforts in the following areas: concepting books; identifying research techniques and sources; producing coherent outlines; and fact checking. Edited all manuscripts for content, grammar, and spelling. Oversaw the progress of all finished manuscripts through client approval, layout, and prepress. Also wrote approximately 30 books during my years in this position.

### **PALM HOUSE PUBLISHING**

**Editor in Chief, *Sunshine Artist Magazine***

**WINTER PARK, FL**

**January 1993 – August 1995**

Editor in Chief of *Sunshine Artist*, a monthly national trade magazine with circulation of approximately 15,000 and average page count of 148. Position required hands-on direction of every stage of magazine planning, development, editing, and production. Had final authority on every aspect of the magazine, including layout, content, page count, and print authorization. Some specific duties included:

- Determining editorial content of individual issues, as well as the overall future direction of magazine;
- Creating freelance budget, finding freelancers, and negotiating article purchases;
- Editing of all magazine text;
- Writing monthly editorials and occasional feature articles or special issue material;
- Overseeing the production department and aspects of the advertising department that affected magazine production flow;
- Overseeing and managing the freelance work of approximately 30 regular contributors; and
- Personal contact/public relations with national art show committees and promoters.

Position required exceptional attention to detail and project management skills, as well as employee management in a stressful, deadline-oriented situation. It also required good personal communication skills, as I was the primary contact for sometimes irate show promoters and readers.

**NATIONAL TEST PREPARATION CENTER**  
**Director of Publications**

**ALTAMONTE SPRINGS, FL**  
**March 1992 – September 1992**

Directed publications department of national seminar company. Duties included the creation of all printed materials (books, manuals, brochures, newsletters, etc.) for network of 200 distributors nationwide. Solely responsible for writing, editing, proofreading, design, layout, and typesetting of all company publications, including newsletters, books, textbooks, brochures, distributor manuals, marketing materials, overheads, and more. Excellent self-motivation and the ability to see a project through from start to finish were required.

**THE CHARLES J. GIVENS ORGANIZATION**  
**Assistant Editor**

**ALTAMONTE SPRINGS, FL**  
**February 1991 – March 1992**

Assistant editor, in-house publishing department of international financial education organization. Edited and proofread all outgoing materials including 32-page monthly newsletter, book manuscripts, brochures, sales materials, and in-house publications. Wrote articles for newsletter as assigned. Responsible for writing articles, compilation, organization, layout, and all first edits for eight-page monthly company newsletter. Involved from the concept stage to completion, including design, editing, and project coordination, of several books published by the Givens Organization. Solely responsible for monthly updates to information in the national bestsellers *Wealth Without Risk* and *Financial Self-Defense*, by Charles J. Givens. Accuracy and attention to detail were essential, as was the ability to shift focus quickly and efficiently from one task to another, as rush and emergency projects were commonplace.

**THE STEPHEN GREENE PRESS** (an imprint of Penguin USA/Viking)  
**Production Assistant**

**LEXINGTON, MA**  
**July 1989 – June 1990**

Sole assistant to the managing editor of a small imprint publishing 45 titles (new and reprint) per year. Responsible for all details involved with book production and editing, including evaluation of manuscripts, tracking of all incoming and outgoing materials, proofreading, writing back cover and flap copy, writing sales copy, checking blueline proofs, and constant contact with marketing, publicity, and art departments at parent company. Strong organizational skills and a love of detail were essential, as were excellent communication skills, both verbal and written.

## **EDUCATION**

**DARTMOUTH COLLEGE (1984–1988)**

**HANOVER, NH**

Psychology major; graduated Cum Laude and with honors in major.