

JULIE SWEARINGEN

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www.julieswearingen.com

EDUCATION

M.A. in Writing: Book Publishing, Portland State University

June 2017

Focus: Editing and Marketing

B.A. in Liberal Arts, Oregon State University: Cascades Campus

June 2010

Focus: American Literature, Fiction & Nonfiction Writing, Communications

EXPERIENCE

Owner & Editor, Quail Run Editorial, LLC

January 2018–Present

- Manuscript Evaluations; Developmental Editing; Copyediting; Proofreading; Ghostwriting
- Publicity outreach for traditional and self-published authors
- Researching social media and book influencers through blogs and social media platforms
- Recommending influencers for authors to interact with, and cultivating relationships with influencers for future author campaigns
- Marketing management for clients, including copywriting, educating regarding social media best practices, and writing and distributing press releases
- Advising authors regarding pitch letters and publishing pitch events such as PitMad and Willamette Writer's Conference

Event & Consignment Manager, Roundabout Books

May 2019–Present

- Author outreach to secure and promote literary events
- Social media outreach through Twitter, Instagram, and Facebook
- Creating digital and print graphics for web and store needs
- Management and approval of consignment titles from local, self-published authors

Marketing Coordinator, Blue Dot Kids Press

December 2019–Present

- Writing marketing copy for sales calls, Edelweiss, Amazon, and bookstore buyers
- Developing and implementing social media projects regarding newly published and upcoming titles
- Maintaining company social media presence, including creating digital collateral, and content related to seasonality of books

Publicist, Mindbuck Media

November 2018–November 2019

- Publicity outreach for traditional and self-published authors
- Researching social media and book influencers through blogs and social media platforms
- Recommending influencers for authors to interact with, and cultivating relationships with influencers for future author campaigns

Technical Editor & Proofreader, Correia-Xavier, Inc

June 2018–March 2019

- Professional report editing for agricultural appraisal company
- Proofreading reports for grammar and punctuation errors; querying appraisers when necessary
- Comparing numerical values in text, tables, and charts against sales data provided by appraisers
- Creating a style guide for technical reports

Marketing & Sales Coordinator, Overcup Press

June 2017–October 2018

- Developing and implementing social media projects regarding newly published and upcoming titles
- Maintaining Overcup blog and social media presence (Facebook, Instagram, Twitter, Pinterest), including creating digital collateral, writing and editing blogs, and researching author events
- Securing venues, partnerships with outside vendors, and guest outreach through social media and email

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Project Manager & Student Staff, Ooligan Press, Portland State

January 2016–June 2017

- Managing project team of ten students in production of two Ooligan titles
- Delegating marketing, editorial, and design responsibilities; grading student assignments
- Working one-on-one with publisher, author, and team leads to meet deadlines and cultivate book brand
- Performing proposal evaluations and developmental edits for submitted manuscripts
- Assisting with research for manuscript pitch presentations
- Performing proofreads for manuscripts before publication and ebook coding
- Volunteering for and moderating conferences including Write to Publish, PubWest, and IBPA

Marketing Intern, College of Liberal Arts & Sciences, Portland State

January 2017–March 2017

- Implementing marketing plan for pre-health sciences program
- Writing, editing, and repurposing content for diverse audiences across multiple platforms
- Utilizing interpersonal skills to connect with students and faculty; conducting interviews

Marketing Intern, Overcup Press

June 2016–October 2016

- Ensuring brand consistency; assisting with branding and social media strategies
- Managing marketing calendar; writing, editing, and scheduling content across all platforms
- Developing and implementing multiple social media and web campaign ideas
- Researching, recommending, and utilizing products to streamline social media management

CONFERENCES & EVENTS

Independent Book Publishers Association, Benjamin Franklin Book Awards, 2020 & 2021

- Volunteered for judging of romance genre in 2020 and parenting and family genre in 2021
- Judging includes reading portions of 20-25 books

VoiceCatcher Literary Journal, Fall 2019, Spring & Fall 2020

- Poetry managing editor for two seasons

Write to Publish Annual Conference, January 2020

- Tabled with Northwest Editors Guild, answering questions from authors and editors about the Guild and how to utilize its services

Willamette Writer's Conference, August 2018 & 2019

- Tabled with Northwest Editors Guild, answering questions from authors and editors about the Guild and how to utilize its services

Write to Publish Annual Conference, February 2017

- Diversity panel moderator: created questions tailored to topic as well as panelists' unique experience with diversity in publishing industry

Independent Book Publishers Association: Publishing University, April 2017

- Social media intern: tweeted updates, pictures, and vendor information during the opening speech, keynote speaker, and several presentations

VOLUNTEER EXPERIENCE

Central Oregon Writer's Guild, Bend, Oregon

2019–Present

- Volunteer, Director of Publicity: developing and maintaining the guild's social media presence; community outreach for events and writing contests; community outreach for new membership

Freelancers Union SPARK, Portland Chapter

2018–2019

- Volunteer facilitator: planning and executing monthly networking meetings; securing guest speakers