

ANA GIOVINAZZO

ana.giovinazzo@gmail.com

anagiovinazzo.com

EXPERIENCE

SALES MANAGER • CUSTOM, PREMIUM, DIGITAL

New York, NY, November 2015–Present

Penguin Random House • DK Publishing

Digital: 24% sales growth YOY from 2015. Schedule all e-book promotions and marketing initiatives for digital products. Manage relationships with all retail and library e-book accounts, including Kindle.

Custom & Premium: Prospect for new sales leads and brand partnership opportunities. Pitch concept of custom DK books and premium sales at conferences and trade shows. Develop proposals and presentations. Oversee all steps of production and delivery of custom projects to clients.

DIGITAL & ONLINE SALES COORDINATOR

New York, NY, February 2014–October 2015

Penguin Random House • DK Publishing

Online (Amazon): Presented frontlist books to Amazon's editors and secured onsite placement for key holiday titles. Tracked POS and ordering. Developed and scheduled title promotions and advertisements. Maintained and added images to 900+ product pages on Amazon.com.

Digital: Completed invoicing and bookkeeping for 30+ licensing accounts. Wrote and edited all e-book descriptive copy. Researched e-book industry and potential content licensing avenues for growth opportunities.

FREELANCE WRITER & COPY EDITOR

New York, NY, June 2013–Present

Client: Hayneedle.com (November 2016–Present)

Write descriptive copy for dozens of products weekly.

Client: GTJD Enterprise, business consultant (June 2013–February 2014)

Wrote project proposals and managed project timelines. Created all written content for initial website launch, drawing 150 potential customers within the first 2 months. Wrote and designed 175+ pages of informational material.

DEVELOPMENT EDITORIAL INTERN

New York, NY, February 2014

Oxford University Press • Higher Education Division

Organized, updated, and edited glossary entries for two major textbooks. Corrected and added information to timelines for history text.

OFFICE MANAGER & BOOKKEEPER

Syracuse, NY, October 2011–June 2013

RoboShop Inc.

Managed \$850,000 of finances using QuickBooks. Revamped digital and physical filing systems, including 4 years of back paperwork. Wrote and edited content for new site that generated 30+ regular buyers.

EXPERTISE

COMPUTER

Microsoft Office
PRH systems
Adobe InDesign
Adobe Photoshop
QuickBooks Pro
90+ WPM

LANGUAGES

English (Fluent)
Spanish (Proficient)
Portuguese (Comp.)
French (Comp.)

EDUCATION

UNIVERSITY OF ROCHESTER

Master of Arts in English, Rochester, NY, October 2013

- 3.90 GPA
- Recipient of half-tuition scholarship
- Thesis title: *Snapshot*

WELLS COLLEGE

Bachelor of Arts in English, Aurora, NY, May 2011

- 4.07 GPA, summa cum laude
- Concentration in Creative Writing
- Distinction in major
- Dean's List (Fall 2007–Spring 2011)
- Thesis title: *Master, Mistress*

EXTRAS

AWARDS

- Phi Beta Kappa Chapter Xi, May 2011
- Who's Who Among Students, 2011
- Rose Hill Prize in Creative Nonfiction, May 2010

PUBLICATIONS

- AnaGiovinazzo.com
Personal website, blog, reviews, criticism
- *Off the Shelf*
Contributor of book reviews.
- "True Nerd, True North"
Soapbox for Nerds weblog, September 2013
- "Why I'll Never Bother Reading *Ulysses*"
Soapbox for Nerds weblog, September 2013
- "His Transition: A Triptych of Sonnets"
Off the Coast literary magazine, Fall 2012