

RESUME

ELISABETH SÁNCHEZ HERNÁNDEZ

CULTURAL & PUBLISHING MANAGEMENT

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CAREER PROFILE

Multi-skilled professional who is active in the management of cultural activities and publishing projects: printed and digital. Also conducts freelance works in editorial design, text editing and graphic design.

SUMMARY OF SKILLS:

- _ 10 years prior book publishing experience, both print and digital.
- _ Exceptional communication and interpersonal skills.
- _ Strong attention to detail.
- _ Ability to manage multiple responsibilities in a deadline driven environment.
- _ Superb organization and time management skills.

EDUCATION

- _ University Degree in Communication. Complutense University of Madrid. (1999-2004).
Erasmus Grant. Higher School of Communication and Media Studies, Lisbon, Portugal. (2003-2004).
- _ Master's Degree in Cultural Management. Carlos III University of Madrid (2005-2006).
- _ Master's Degree in Digital Publishing. University of Alcalá de Henares, Madrid. (2012-2013).

WORK EXPERIENCE

SINCE SEPTEMBER 2016

DIGITAL PRODUCER IN MACMILLAN EDUCATION IBERIA

Management of the digital implementation of learning content from initial scheduling through to final go-live.

This requires, working collaboratively with the Editor and publishing Project Manager to control workflow processes and improve them where possible. As well as, liaising with technical stakeholders regarding digital process issues, which might include content corrections, platform updates, pre-flight and acceptance testing, trafficking of assets and software update versions.

NOVEMBER 2015 – JULY 2016

DIGITAL EDITOR IN MCGRAW-HILL EDUCATION

Management and development of digital and printed publishing projects for Secondary Education (ESO) and Bachillerato (Spanish Education System).

Project definition and digital resources, work with external partners, budget control, planning and development, final quality control.

JUNE 2015 – MARCH 2015

FREELANCE EDITOR IN MACMILLAN EDUCATION IBERIA

Edition of textbooks and supplementary materials for Higher Education students. My duties included: text reading, editing, layout on template with text styles, creating final files, working directly with authors.

SEPTEMBER 2012 – MARCH 2015

PUBLISHING MANAGEMENT IN CALAMBUR EDITORIAL (PUBLISHING HOUSE IN MADRID)

Edition of poetry, narrative and essay books: orthotypography and style correction, design and layout, preparing files for printing, proofreading. Working directly with authors.

Publishing management: distribution of publications, managerial staff, contract management and copyrights, application and processing of grants.

Communication: editing and mailing of periodical newsletter with news, reviews and activities; posting in social networks (Twitter and Facebook) and blog.

Management of Cultural Activities: launch of new books, author readings in bookshops, participation at festivals and literary events, coordinating the participation of the publishing house in the Madrid Book Fair.

NOVEMBER 2011 – AUGUST 2012

E-LEARNING AUTHOR AND EDITOR IN TEAM TRAINING SOLUTION (E-LEARNING COMPANY IN MADRID)

Authoring and editing content of e-learning courses for companies (in Portuguese and Spanish):

My duties included: recording of multimedia educational content; editing, revision and correction of texts and images; design and layout of front-pages, icons and interactive objects; final quality control.

JULY 2009 – JULY 2011

**ASSISTANT IN PUBLISHING AND AUDIOVISUAL DEPARTMENT OF CÍRCULO DE BELLAS ARTES
(CULTURAL INSTITUTION IN MADRID)**

Edition of publishing works: visual art exhibitions catalogues; humanities and social sciences books and essays; *Minerva* magazine; newsletter of cultural activities.

Content management and website publication, dealing with copyrights, advertising, partners and suppliers. Management and distribution backlog.

Coordinating digital yearbook of all cultural activities: 2008, 2009 and 2010.

Research for cultural projects.

APRIL 2007 – FEBRUARY 2008

ASSISTANT OF CULTURAL ACTIVITIES IN COMMUNICATION DEPARTMENT OF BBVA (BANK IN MADRID)

Assistant in the development of the cultural activities programme: art exhibitions and heritage restoration.

Some of my duties: updating and managing of specific data base of cultural project; dissemination of the program of guided visits to exhibitions; registration, control and processing of sponsorship applications received; management in file and library department.

OCTOBER 2004 – MAY 2005

**ASSISTANT IN MARKETING DEPARTMENT OF AQUÍ EUROPA (DIGITAL NEWSPAPER IN BRUSSELS)
(LEONARDO DA VINCI GRANT)**

Internship in marketing department of digital newspaper specialized on information about the European Union for the Spanish community.

My duties included: design of advertising banners, e-mail contact with visitors and customers, marketing campaigns, direct trade negotiations and developing sections and updating information on the website.

KNOWLEDGE OF LANGUAGES

- _ Spanish: native language.
- _ Fluent in English. (European Level C1 - CAE).
- _ Fluent in Portuguese.
- _ Basic knowledge of French.

TECHNICAL SKILLS

- _ Advanced user: Microsoft Office (Power Point, Word, Excel).
- _ Advanced knowledge of design software: Adobe Photoshop, Illustrator and Indesign.
- _ Strong in social networks, web 2.0.

REFERENCES

Visit my personal website for a complete information of my experience and education:

<http://www.elisabethsanchez.com/index-en.html>

Professional profile on LinkedIn:

<https://www.linkedin.com/in/elisanchezhernandez>