
PROFILE

Meticulous editor with more than nine years of experience in digital marketing and editing. Proprietor and Chief Executive Officer of a freelance editorial and formatting company. Catalyst for quantifiable results through innovative web marketing, remarkable brand establishment within B2B/B2C markets, digital and social content development, and targeted segment communications.

EVAN SCHREIER EDITORIAL SERVICES, INC.

Executive Editor Proprietor

2019–Present
Paramus, NJ

- Proofreading, substantive editing, and formatting of virtually any document: manuscripts, books, novels, articles, research reports, product documentation or manuals, presentation slides and handouts, internal or external newsletters, user guides, consultancy reports, sales proposals, marketing materials (sales brochures, leaflets or posters), annual reports, website copy, reports or briefings, dissertations, theses, essays, etc.
- Copyediting: a light form of editing to polish to a manuscript, website, blog, marketing content, or another document, in which the editor fixes any mechanical errors in spelling, grammar, or punctuation.
- Proofreading: When the material has been edited, laid out, and designed, a proofreader searches for minor text and formatting errors to confirm the material is ready for publication, as opposed to suggesting major edits to the text or content.
- Mechanical Editing: The application of a particular style, such as The Chicago Manual of Style or Associated Press (AP) Style, in which an editor reviews the content for punctuation, capitalization, spelling, abbreviations, citations, and other style rules.
- Substantive Editing: The content and each sentence are analyzed line by line. The editor considers word, syntax, choice and the power and meaning of a sentence, and whether a sentence needs to be trimmed or tightened. Substantive Editing involves tightening and clarifying at a chapter, scene, paragraph, and sentence level.
- Website Design: Branding consultation, formatting, layout, and graphic design of small business websites.
- Marketing, advertising, and administrative tasks such as accounting and signing clients.

PRIOR EXPERIENCE

Retained Editor The State Bar of California

2020–2021
Los Angeles, CA

- Retained for editorial and formatting services of reports, agendas, presentations, memos, emails, and letters by the California agency responsible for administering the Bar Exam and regulating licensed attorneys.
- Consulted for style rules and formatting of The State Bar of California proprietary Style Guide.

Copyeditor Wolters Kluwer Health

2017–2018
Philadelphia, PA

- Editorial review, proofreading, and quality control of medical and clinical education manuscripts, tests, and applications.
- Remote freelance position.

Screenwriter Independent

2015–2018
New Milford, NJ

- Created a feature-length grunge, metal, and alternative rock Fantasia to be animated with the absence of spoken dialogue, currently being marketed to major studios by my dedicated agents, April Sali and Louisa Ayrapetyan.

Marketing Manager
Guiding Metrics

2014–2015
Mount Kisco, NY

- Reported directly to the CEO of a smaller company that specialized in business performance metrics dashboards.
- Responsible for advertisement branding & graphic design, demographic sector specializing, social media campaigns, product presentations, and strategic analysis supported by quantitative marketing metrics.

Marketing Specialist
Aon Corporation

2013
Jericho, NY

- Creative manager for the international travel insurance division of one of the globe's largest corporations.
- Responsible for branding review, website & solicitation management, strategic planning, advertisement design, competitive analysis, pricing strategy, product & brand positioning, compliance, and quality control.

Executive Administrator
SolutionPrep

2011–2013
Belmar, NJ

- Responsibilities included brand development, market analysis, competitive strategy, client relations, email & social media marketing, process establishment, product research & development, hiring manager, accounting, and inventory management.
- Overhauled confidential client data management and inventory systems.
- Company exhibited ~150 percent growth throughout my tenure.

Senior Assistant Editor
The Princeton Review

2011–2012
New York, NY

- Editorial liaison for university contacts, manuscript preparation, and development in coordination with the Senior Editor.
- Statistical research and data management for various guidebooks.
- Portfolio includes Best 300 Professors; Best 377 Colleges; Best Value Colleges; College, Business, Law, and Med School Essays That Made a Difference; Word Smart; Word Smart II.

Intern
IF Management, Inc.

2010
New York, NY

- Semester internship for a Manhattan-based sports and news broadcaster agency.
- Responsibilities included client-specific marketing projects, establishing initial contacts, preparing client presentations, and video review to analyze client performance.

E D U C A T I O N

Rutgers University
Sports Management, Marketing Concentration

2009–2013
New Brunswick, NJ

University of Utah
Business, Marketing Concentration

2008–2009
Salt Lake City, UT

S O F T W A R E

- Adobe Photoshop
- Adobe Acrobat DC
- Microsoft Office Suite
 - Word, Excel, PowerPoint, Outlook
- HTML
- Graphic Design Suite
- Google Drive Suite
 - Docs, Sheets, Slides, Forms
- macOS
- Windows 10
- Android
- iOS