



Professional Profile

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Career Objectives

I strive to be an ambassador of clear communication.

I'm passionate about using new publishing technologies & enjoy training & inspiring people. My skills are in the areas of writing, editing, web administration, pre-press file preparation & project management.

Demonstrated Skills & Abilities



Writing & Editing:

- Capable of writing in a range of formats from sharp copywriting to feature articles or ghostwriting entire books.
- Experience proofreading & editing for structure & style.
- Accustomed to space & time pressure.
- Experience targeting different audiences, including online communities.
- Can work with topics ranging from high finance to toys.
- Understand publishing issues such as copyright restrictions & defamation law.

Software Literacy:

- Adobe Creative Suite, Microsoft Office & website creation skills using Dreamweaver, basic HTML, Flash & various CMS options.

Research & Info Gathering:

- Experience researching both online & offline.
- Able to organise & conduct appropriate interviews.
- Able to obtain media releases & maintain industry contacts.
- A degree in journalism underpins my skills.

Relationship Management:

- Experience liaising with both internal & external clients as well as outsourced contractors.
- Involved in a number of 'start-up' ventures & have worked with people of different ages & backgrounds.
- Able to train & support staff in following publishing processes & using technologies.
- Can develop formal style guides & policy documents to ensure consistent processes.
- Have facilitated new networks & info sharing arrangements with relevant peer groups to ensure best practice followed.
- Have managed countless new authors through the process of publishing 1st books.

Career Summary

**Freelance
Publishing Consultant,
Editor & Project Manager**
June '03 – present

Online Communications Officer
The City of Kingston
June '04 – present

Book Production Editor
Wrightbooks (John Wiley)
Jan. '02 – Apr. '04

Online Content Editor
dstore.com.au
Oct. '99 – Dec. '00

Online Editor
Music Trader
Aug. '97 – Sep. '98

*For full employment
history see
www.PublishingServices.com.au*

Education



Bachelor of Arts (Journalism)
with a Major in Literature
1994–97



Cert. of Dynamic Website Design
2004–05



Cert. IV Workplace
Training & Assessment
2007 (to be completed)

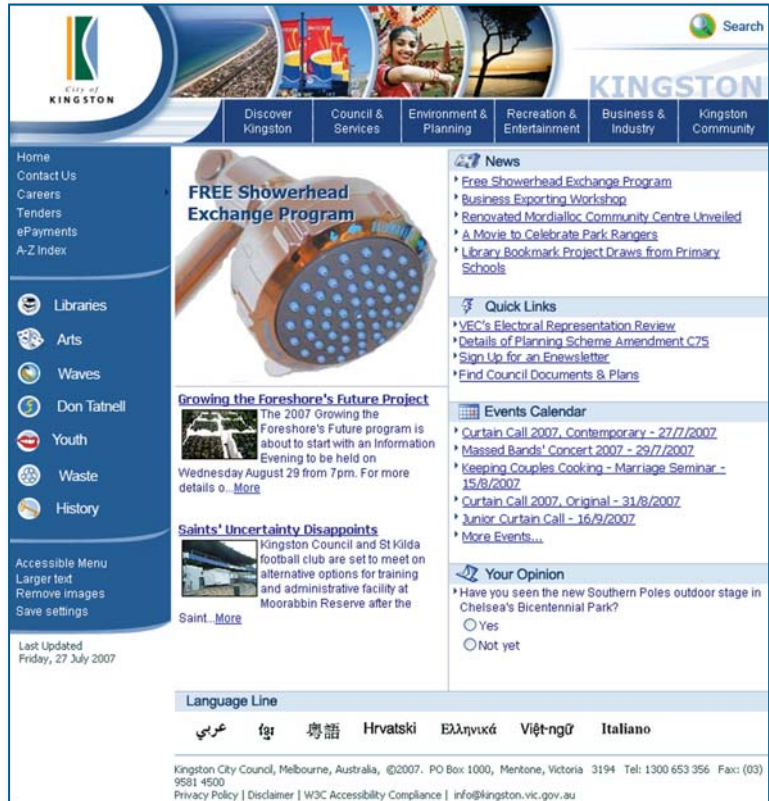
Recent Employment Record

Online Communications Officer (Part-time 0.8) – The City of Kingston

June '04 – present

Involved autonomously managing content on the City's website (www.kingston.vic.gov.au) & intranet. Both operate on the principle of 'distributive authorship' with all staff empowered to produce content.

- Championing use of the sites
- Organising the information architecture & redesigning the site layouts
- Conducting regular staff training
- Editing & signing off on contributor's work before publishing.
- Developing a style manual, documented processes & review procedures for a co-ordinated & consistent online presence.
- Reviewing publications & advising other departments on publishing issues.
- Liaising with IT department & developers to resolve site bugs & software updates.
- Taking responsibility for the City's online publishing obligations (such as those under accessibility, privacy & copyright laws).
- Facilitating discussions with other councils using a similar CMS to discuss cost sharing development work & best practice processes.
- Support media team by writing releases, responding to journalists, taking photos, editing publications & more.



Freelance Publishing Consultant

2003 – Present

On a freelance basis I offer ghostwriting, editing, typesetting, proofreading & project management services. Projects have included everything from biographies, novels, fashion magazines & children's books to textbooks, commercial websites, investment books & more.



Kingston Council

Achievements:

- Tripling web traffic stats.
- Creating a statewide local government peer network for web officers.
- Developing policies to ensure safe consistent content.

Achievements:

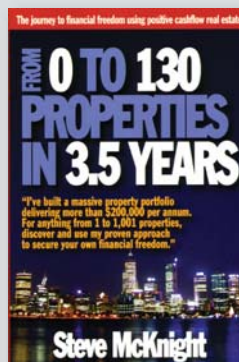
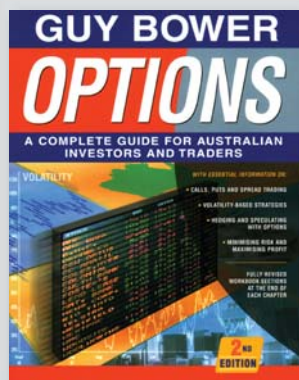
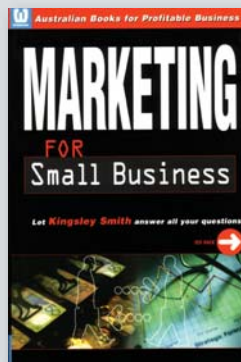
- Establishing a client base & business from scratch.
- Maintaining a peer network to keep in touch with best practice.
- Developing contacts with graphic designers, proofreaders, other editors & more.
- Successfully project managing various books, websites & publications from conception to finished products.

Recent Employment Record (cont'd...)

Book Editor – Wrightbooks

Jan. '02 – Apr. '04

Wrightbooks is part of the professional & trade division of John Wiley & Sons Australia & specialises in personal investment, financial planning, share trading & small business titles for the Australian market.



Duties:

- Copy editing manuscripts for consistency of language, structure & house style.
- Liaising with authors & the publisher.
- Preparing indexes & writing cover blurbs & advertising material.
- Typesetting books. Included designing the page layout & chapter openings, choosing fonts & creating or importing graphs & art.
- Independently taking almost 25 books through the publishing process, from receipt of manuscript to final product.

Content Editor – dstore.com.au

Oct. '99 – Dec. '00

Overview: A start-up e-commerce department store backed by Looksmart, Rebel Sport, 9MSN & more.

Initial Duties:

- Writing product descriptions & categorising for web searches.
- Compiling product-related buying guides & shopping tips.

Promoted to Toy Department Editor:

Managed presentation of several thousand products. Responsible for:

- Product visibility & organising the browsing structure.
- Liaising with internal photographers & graphic designers.
- Discussions with external manufacturers & wholesalers on how best to promote their products.
- Creating a sense of online community by:
 - ▶ Explaining the role of toys in child development
 - ▶ Presenting the background behind complex fads like Pokemon & the Power Rangers.
 - ▶ Cultivated discussion of toy selection amongst browsers.

Wrightbooks

Skills Used:

- Grammar & spelling
- Use of standard editorial mark-up symbols
- Concentration & attention to detail
- PageMaker, Photoshop & Illustrator software skills.

Achievements:

- Quickly familiarised self with complex investment concepts & specialist knowledge.
- Participated in Wiley's excellent training & development opportunities.

dstore.com.au

Achievements:

- Longest serving content editor & an important part of large editorial team.
- Involved in creating a multi-million dollar company from scratch.

Skills Used:

- Punchy copywriting
- Teamwork & communication
- Networking with internal & external clients.

Software Used:

- Access database for entering & manipulating product records
- Excel spreadsheets to import & export large quantities of data
- Basic HTML coding to manipulate images & text.

Recent Employment Record (cont'd...)

Content Editor – dstore.com.au (cont'd...)

Progressively took on extra responsibilities. These included:

- Helping to train new editorial staff.
- Co-ordinating updates to department pages, the site homepage & spotlight specials on our external affiliate sites (such as 9MSN & Looksmart).
- Discussing design & functionality testing new versions of the site & database.



Editorial Assistant/Online Editor – Music Trader

May '97 – Sep. '98

Overview: Music Trader was a subsidiary of The Melbourne Trading Post, created to attract readers to musical instrument classifieds using product-related content.

Initial Duties:

- Generating stories & ideas (as part of a small team) for a glossy, national, monthly magazine.
- Helping to edit & proofread contributor's work.
- Maintaining contact with PR & record company promotion teams.
- Organising licences for the print music reproduced in the magazine.

Restructuring:

With new owners The Melbourne Trading Post was restructured & the magazine discontinued. The Music Trader website was continued as a research & development project to see whether product guides could attract classified browsers on the web.

Promoted to Editor of online site. Duties included

- Taking sole responsibility for product-related editorial & site direction.
- Establishing & maintaining contacts with record companies, artist management, publicity & PR firms.
- Establishing relationships with retailers for reviewing new products & producing buying guides.
- Managing a small budget & commissioning occasional pieces from specialist freelancers.
- Conducting interviews with musicians & maintaining up-to-date product & photo files.

Music Trader

Skills Used:

- Feature writing & editing for the web (using punchy copy with bullet points & links).
- Networking & contact building.

Achievements:

- Doubled the site's monthly 'hits' despite losing the national magazine it was affiliated with.

Professional Development

- Full member of the Victorian Society of Editors.

Committed to ongoing learning. Areas of study for short-courses include:

- Basic website programming
- PC repairs & upgrades
- Book design principles
- Copyright issues & law.



Find Out More...

If you'd like to know more about my experience or availability, the website www.PublishingServices.com.au provides some detail. You're welcome to call me on 0421 546 760 or email damian@PublishingServices.com.au.

Examples of work or contact details for referees or publishing clients are available on request.

Thanks for your interest!