

MEL ROBINSON

Freelance Non-Fiction Editor

ABOUT ME

An **experienced** and **passionate** publishing professional with a keen eye for detail and a focus on high quality. **Personable** and **reliable**, I ignite great concepts and **communicate them to inspire others**. Services I offer include:

Development editing
Line editing
Copy-editing
Proofreading
Layout assessment
Editorial project management

KEY COMPETENCIES

High level of accuracy & attention to detail

Excellent **problem-solving** & research skills

Creative & **dynamic**, with the **ability to adapt**

Highly organised & capable of delivering against tight **deadlines**

Motivational leadership & **teamwork**

Budgeting & financial awareness

Outstanding **communication & writing skills** for internal/external audiences

Ability to see the **bigger picture** and coordinate parts to fit the whole

KEY ACHIEVEMENTS

Due to my record of **high-quality results**, I was assigned responsibility for end-stage **approval of all publications** (2019).

Implementation of **new workflow and book-handover documentation** that significantly increased **team efficiency** and **quality of products** (2019).

Creation and implementation of company values that improved staff motivation and instilled marketing **consistency** at all levels of the business (2018).

WORK HISTORY

Freelance Non-Fiction Editor

Lumient Editorial | March 2020–present

Offering freelance services to **publishers, packagers, and authors** in a variety of capacities including **project management, editing, proofreading, and answer checking**.

Assistant Manager

3dtotal Publishing | March 2018–February 2020

Managing the editorial, design, and marketing teams in producing and promoting exceptional **educational art books** according to project briefs and company brand, within budget and to schedule.

- Working with the senior management team and subject specialists to **develop the content, structure, tone, and selling points for all publications**

- **Briefing authors, editors, and designers** to ensure aims of publications were met and providing **constructive feedback and support** where needed

- Ensuring brand **consistency across all outputs** by proactively training staff and providing direction to editorial, design, and marketing personnel

- Bolstering brand perception and traction externally by **cultivating strong relationships** with global distributors, clients, and authors

- **Communicating with suppliers** to gather information, assess cost benefits, and develop successful working relationships

- Carrying out appraisals, mentoring and developing junior staff, and fielding HR enquiries

- Senior contributor to strategic marketing decisions and provider of **effective communication** between the business's commercial and operational functions

Lead Editor & Marketing Coordinator

3dtotal Publishing | June 2016–March 2018

Leadership of the editorial team to ensure timely publication of all books to required quality standards, alongside planning and coordinating the implementation and monitoring of marketing strategies for all products.

- **Development editing books** to ensure large amounts of complex information were conveyed clearly and accurately

- **Supporting a team of editors** day to day by **troubleshooting** editorial, copyright, production, and scheduling challenges

- **Growing knowledge and understanding of specialist subject matter** to ensure appropriate feedback is given

- **Working with designers** and **editing in InDesign** to produce effective and engaging book layouts

SOFTWARE

Microsoft Office
Adobe InDesign
Adobe Photoshop
Mailchimp & SendinBlue
Various internal CMS
Magento eCommerce
GSuite

EDUCATION

Modern History BA: 2.1
University of Warwick
A-Level English Literature (A)
A-Level Fine Art (A)
A-Level History (A)
A-Level Maths (B)
Longcroft School, Beverley
9 GCSEs (A-A*)
Longcroft School, Beverley

TRAINING

Foundations for Inclusion | Beth Cox
Copy-editing | Graham Smith Training

INTERESTS

Sustainability & green living
Pottery
Running, climbing & skiing

REFERENCES

I will be pleased to provide references on request as required.



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Production & Communications Editor

3dtotal Publishing | April 2014–May 2016

Supporting the book production process with industry knowledge alongside management of company social media platforms and wider marketing activities.

- **Proofreading and quality checking** of CG and traditional media art books, often involving **problematic layouts and technical details**

- **Writing engaging print** and **digital marketing copy** for a wide range of media including online articles, in-product adverts, Kickstarter videos, and catalogues

Editor

Nelson Thornes | November 2012–April 2014

Project management of editorial stages of **UK and international educational titles** for a key textbook publisher, from manuscript delivery to press.

- **Managing and supporting authors** in producing content that matches syllabus

- **Development of manuscript** in line with specification, while keeping in mind the **audience's age level** and **cultural background**

- Responding to and incorporating **reviewer feedback**

- **Commissioning and briefing a range of external suppliers** including development editors, copy-editors, proofreaders, fact checkers, and indexers

- Carrying out **picture research** and **briefing illustrators**

- Reviewing cost estimates, raising purchase orders, and authorising invoices

Production Editor/Senior Production Editor

Taylor & Francis | October 2008–November 2012

Responsibility for the production of 16 **print and online** arts, humanities, business, economics, and law **journals**, all with **strict schedules and page budgets**.

- **Ensuring standard of copy-editing and typesetting is high**, collating author feedback, and quality checking for publication

- Maintaining a **style database** and keeping the central tracking system up to date across journal portfolio

- **Working as part of a team** to help manage increasing workload, develop best practice, and monitor the performance of suppliers

PUBLICATIONS

Below are examples of titles I have worked on; this list is not exhaustive but provides an idea of the types of publication I offer expertise in.

Non-fiction (books)

Beginner's Guide to Digital Painting in Photoshop | Dog Grooming: An Owner's Handbook | Whitework Embroidery: Techniques & Projects
Electric Kilns for Ceramics | The Art & Science of Equine Shiatsu
Creating Stylized Characters | Mythical Beasts: An Artist's Field Guide

Education (textbooks & revision guides)

CAPE: Management of Business | CSEC: Electronic Documentation and Preparation Management | AS Economics 2nd edition

Academic (journals)

Journal of Victorian Culture | American Nineteenth Century History | East European Jewish Affairs | Journal of Social Entrepreneurship | Journal of Strategic Management | Business History | History & Technology