Daniel J. Richcreek

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DEVELOPMENT EDITOR EXPERIENCE

2006-Present **4development**, Seattle, Washington

Owner/Content Developer

- Develop and edit graduate-, undergraduate-, and high school-level textbooks in a multitude of disciplines; professional development books in education; and manuals in computer programming and various manufacturing processes.
- Interactive digital learning environments:
 - Map existing text, image, and feature content; advise authors on the addition/ deletion/replacement of images and videos; recommend new widgets based on content; determine placement of widgets, images, features, and screen breaks.
 - Collaborate with authors to organize existing content to meet requirements, integrate revision plans into the new structure, and accommodate new content.
- Oversee authors in the writing and editing process to maintain publication schedule and budget and to ensure smooth transition to the production team.
- Monitor appropriateness of material for reading level, content accuracy and currency, pedagogy, organizational structure, format, layout, and design.
- Provide model chapters and full-manuscript line edits to assist authors in the writing process, and guide authors through the implementation of these changes.
- Convert and synthesize textbook content for use in digital media and other teacherand student-oriented supplemental materials.
- Acquire, instruct, and guide authors in the creation of supplemental materials.
- Coordinate and manage the reviewing process, develop review questions, analyze reviews, and provide timely and constructive feedback to authors.
- Write competitive analyses and develop content maps to ensure improved marketability of new and revised textbooks and supplemental materials.
- Evaluate/prepare manuscripts and supplements for submission to production.
- Create and edit audio files of historical documents and textbook content for use in audiobooks and digital interactives.
- Convert text PDFs to audio files using custom software.
- Write marketing copy for websites, book covers, and other marketing materials.
- Write alternate text descriptions for images and videos in various disciplines.
- Write abstracts of educational administration articles for audio journals.

2005-2007 **Prentice Hall/Pearson Education**, Columbus, Ohio

Assistant Development Editor

- Developed, modeled, and edited undergraduate- and graduate-level textbooks in educational technology, teacher education, and educational administration.
- Developed and monitored project schedules in all phases of development.

- Collaborated with editors, authors, production editors, designers, and marketing managers to prepare revisions and new manuscripts for production.
- Developed and oversaw the development of custom media, supplement packages, and content in both traditional and digital formats.
- Conducted art research, compiled art manuscripts, and requested permissions.

STUDENT ASSESSMENT EXPERIENCE

2008-2009 <u>American Institutes for Research</u>, Washington, DC

Outside Item Writer

- Wrote literary and informational passages aligned with state-specified reading- and grade-level vocabulary, fluency, and comprehension standards for third through sixth grades for the Delaware Student Testing Program.
- Wrote multiple-choice and constructed-response items with rubrics in geology, biology, astronomy, and environmental science for the fifth- and eighth-grade Ohio Achievement Tests and the Ohio Graduation Test.

2007-2008 <u>American Institutes for Research, ASSC, Columbus, Ohio</u>

Science Content Manager

- Managed, trained, and supervised a team of 35+ professionals including item coordinators, team leaders, and item scorers.
- Coached and coordinated training, scoring, and statistical analysis of state-wide achievement exam items while maintaining contractual standards.
- Partnered with curriculum content experts and representatives from various public school systems to determine scoring values for school achievement tests.
- Interviewed candidates for leadership and scoring positions throughout the scoring center for current and future projects.

EDUCATION

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2001-2005	Bachelor of Arts,	The Onio State	University,	Columbus, Onio
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Major: English with Writing Emphasis

Magna Cum Laude

Academic Award: Nominee for Denney Award for Outstanding English Senior

2001-2005 **Bachelor of Arts**, The Ohio State University, Columbus, Ohio

Major: Anthropology, Physical Track

Magna Cum Laude

1992-1994 Associate of Applied Science, Stautzenberger College, Toledo, Ohio

Major: Computer Aided Drafting and Design

Cum Laude