

Elisa S. Rogers

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EDITORIAL EXPERIENCE

2010- Present **Owner/Content Developer**, 4development, Seattle, Washington

- Work with authors and publishers in revising new editions and conceptualizing new textbooks, interactive eTexts, and media in a variety of disciplines.
- Support authors throughout the writing process by providing constructive feedback on drafts regarding organization, writing style and level, currency of information, and pedagogy, and by modeling chapters, providing examples, and communicating guidelines for preparing manuscripts for submission to production, both in eText and print formats.
- Create review questions, analyze reviewers' comments, and provide constructive feedback to authors and publishers.
- Collaborate with authors and publishers in handling permissions, photo research, and art logs to maintain publication schedule and budget.
- Interactive digital learning environments:
 - Map content according to publisher's guidelines and requirements.
 - Determine placement of screen breaks, interactives, assessments, images, and features.
 - Advise authors on adding/deleting/replacing images, interactives, and assessments.
 - Collaborate with authors to adapt existing content to meet requirements, integrate their revision plans into the digital structure, and accommodate new content.
 - Recommend new interactives and assessments based on new and existing text, image, and video content.
 - Copyedit interactives and assessments and ensure they meet the publisher's templates and guidelines.
- Acquire, manage, and support subject matter experts to create supplements.
- Conceptualize ideas for creating, revising, and improving supplements, communicate these instructions to supplement authors, and ensure that authors follow the proper guidelines for preparing and submitting supplements.
- Evaluate final manuscripts and supplements to ensure authors have implemented the agreed revision tasks and are submitting materials in the correct format. Proofread and prepare supplement manuscripts for submission to production.
- Write marketing copy for front matter, back cover, and other materials.
- Create illustrations for textbook cover art, interior figures, and spot art.

2007-2010 **Development Editor**, Prentice Hall/Pearson Education, Columbus, Ohio
Careers – Criminal Justice

- Managed up to 16 A-AAA projects simultaneously, working with acquisitions editors, production editors, designers, marketing managers, media editors, reviewers, and freelancers to ensure that each project adheres to its determined timeline and budget.

- Negotiated contracts with development houses, photographers, videographers, and supplement authors with the acquisitions editor's approval.
- Worked with authors, acquisitions editors, and the design team to create marketable, user-friendly, and cost-effective design themes, cover images, and photos.
- Implemented strategies to control costs relating to design, photos, permissions, and freelancers, and communicated this information to authors and the production team.
- Assisted acquisitions editor in evaluating author prospects, assisted prospective authors in developing product proposals, and reviewed and evaluated product proposals to make recommendations as to which products should be pursued.
- Worked with editorial managers to help train new and existing development editors.

2004- **Assistant Development Editor**, Merrill/Prentice Hall, Columbus, Ohio

2007 Teacher Education

- Developed undergraduate and graduate textbooks in Educational Technology, General Teaching Methods, Student Teaching, Introduction to Education, Foundations of Education, History of Education, Instructional Design, Educational Administration, and School Law.
- Analyzed reviews, constructed competitive analyses, modeled chapters, and provided edits, constructive feedback, and guidance for authors revising and creating manuscripts.
- Prepared manuscripts and supplements for production, working with everyone involved to ensure that each project adhered to its determined timeline and budget.
- Wrote back cover marketing copy and assisted authors in writing prefaces.

ILLUSTRATION EXPERIENCE

Cover art - Holly, *Action Research for Teachers: Traveling the Yellow Brick Road*, 3e. Full page, watercolor/gouache.

Pedagogical figures - Schoenfeldt, *Lesson Planning: A Research-Based Model for K-12 Classrooms*. Graphic representations of key chapter concepts (constructivist learning theory concepts, tiered lessons, room environmental elements to consider).

Feature icons - Newby, *Teaching and Learning with Microsoft Office 2007 and Expression Web: A Multilevel Approach to Computer Integration*, 2e. Twelve margin illustrations, each identifying a specific pedagogical feature or theme throughout the text.

Jumpstart's Read for the Record - Designed and illustrated paper cut-out puppets for Pearson Education's participation in Read for the Record at North Linden Elementary School (Leaf, *The Story of Ferdinand*).

EDUCATION

Trinity Hall, **Cambridge University**, Cambridge, England

Master of Philosophy in English (Anglo-Saxon, Norse, and Celtic)

Hughes Hall, **Cambridge University**, Cambridge, England

Bachelor of Arts (Honors) in English (Anglo-Saxon, Norse, and Celtic)

Vassar College, Poughkeepsie, New York

Bachelor of Arts in Drama (Minor in Geology)