

Anne T. McKenna
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SKILL SUMMARY

Writing & Editing
Project Management
Skilled Collaborator

Communication Skills
Research & Investigation
Marketing & Promotion

Supervisor & Mentor
Microsoft Office
Sunshine Committee

EDUCATION

M.A. in Communications-Journalism
California State University Fullerton, Fullerton, CA

B.A. in English, minor in Spanish
University of St. Thomas, St. Paul, MN

EXPERIENCE

SUBSIDIARY RIGHTS & PERMISSIONS MANAGER, 2010-present

The University of Wisconsin Press, Madison, WI

- Promotes, negotiates and executes the licensing of intellectual property in all categories of subsidiary rights, with an emphasis on foreign translations and co-publications.
- Represents the press at international book fairs to a global, self-developed network of international publishers and agents.
- Supervises, collaborates with and mentors permissions associate, training as direct report and supporting career goals and forward trajectory. Also serves as lead for press-wide publishing internships, which involves working with campus departments and internal department heads, as well as leading orientation and creating a customized schedule. Also represents department at the annual Humanities Career Fair for students.
- Member of the Association of University Presses Intellectual Property and Copyright Committee
- Member of the internal professional development committee, arranging for speakers, events, books to read, films to watch to connect a mostly remote staff.

FREELANCE CONSULTANT, 2003 – 2010

- Provided marketing and publicity work, writing, editing, and proofreading.
- Clients included The University of Wisconsin Press, Wisconsin Humanities Council, Wisconsin Book Festival, Bleak House Books, Toucan Books Ltd. in London, and regional authors.

MARKETING COORDINATOR, 2005 – 2007

Wisconsin Historical Society Press, Madison, WI

- Established inaugural marketing department for the WHS Press.
- Promoted new and backlist titles to the media, book trade, and other specialty markets.
- Supervised marketing interns who assisted with press releases, brochures, flyers, ads, catalog copy, and promotional mailings.
- Coordinator of various department activities, trade shows, author book events, exhibits, mass mailings, and display promotional pieces.

DIRECTOR, 2001 – 2003

Trails Books & Prairie Oak Press, divisions of Trails Media Group, Black Earth, WI

- Managed book division staff of four with a \$750K annual budget.
- Project manager of new book titles and reprint projects.
- Responsible for marketing front and backlist titles to the book trade and special channels. Other duties included writing and updating information for the website, writing cover copy, press releases, brochures, and catalog copy.
- Key liaison for book distributors, wholesalers, authors, agents, printers, industry professionals.
- Coordinator of department activities, including trade shows and author book events.

EDITORIAL MANAGER 1999 – 2001

GUILD Publishing, a division of GUILD.com, Madison, WI

- Responsible for licensing co-editions and foreign rights contracts for fine art book publisher.
- Edited books and wrote promotional back cover copy and catalog copy.
- Managed the online bookstore, including writing text and retouching cover images.
- Represented the company at industry events, including the London Book Fair, Frankfurt Book Fair, Book Expo America, and the Midwest Booksellers Association show.

AUTHOR & FREELANCE EDITOR, 1997 – 1999

- Authored fifteen children's books for various educational publishers, including Capstone Press and Abdo & Daughters Publishers.
- Edited automotive titles, technical manuals, children's books & financial publications for Motorbooks International (MBI), Voyageur Press, CUNA Mutual.

ACQUISITIONS EDITOR, 1995 – 1998

MBI Publishing/Motorbooks International, Osceola, WI

- Researched and developed diverse and creative book and imprint ideas and presented at biannual sales conference. Acquired and commissioned new book and calendar projects.
- Negotiated and wrote author contracts.
- Reviewed manuscripts and edited for content and style.
- Edited photography for interiors and selected cover illustrations. Oversaw book design. Created book cover copy and promotional material.

ACTIVITIES & HONORS

- Member of the Intellectual Property & Copyright Committee Association of University Presses (AU Presses)
- Book reviewer for Book Browse
- Writer for *Eastside News*, Madison, WI
- Member of the Council for Wisconsin Writers
- Member of Publishers Marketing Association
- Member of Midwest Booksellers Association
- *Orange County Register* Joan Boris Foundation Award for Best Sports Feature – 1995
- Member of Alpha Mu Gamma, Foreign Language National Honor Society