

Lisa Gluskin Stonestreet

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Skills

- Strong writing ability in diverse areas: journalism, business, technology, art
- Thorough and professional editing skills in a variety of media and styles (AP, Chicago, MLA, house styles)
- Self-motivated and self-directed; work well with clients, partners, managers, and subordinates
- Creative direction and project management; handle projects from conception to execution, print or electronic media
- Thorough command of Mac and PC software (Word, Excel, PowerPoint, Quark, InDesign, Photoshop, Illustrator, Dreamweaver, HTML and Web utilities, etc.)
- Well-developed visual/design skills and understanding of information architecture

Experience

July 1996–
present

Freelance writer and editor, dba Ampersand Editorial Services, San Francisco, CA.
Consult on voice, structure, and editorial content of consumer and business publications; research and write assignments including feature articles, marketing copy, and online text. Edit fiction and nonfiction manuscripts; articles; academic, business, and technical publications. Serve as project manager/creative consultant for new magazines and Web sites. Areas of expertise include the arts, design, technology, and consulting. Specialize in working with first-time writers, using four-step process that takes work from development to proofreading. (www.ampedit.com)

April 2002–
April 2003

Adjunct faculty, Lake Tahoe Community College, South Lake Tahoe, CA.
Adjunct faculty, Sierra Nevada College, Incline Village, NV.
Taught undergraduate-level writing and literature classes including Critical Reading and Writing, Writing the Research Paper, and Introduction to Business Writing. Earned consistently high evaluations from teachers, students, and administrators.

Jan. 1997–
Jan. 2002

Contributing editor, *Critique: The Magazine of Graphic Design Thinking*, Palo Alto, CA.
Acted as start-up consultant on new graphic design magazine. Helped determine scope and structure; built stable of freelance writers. Conceived, edited, and wrote articles and reviews. Managed launch of magazine's Web site, overseeing design, content, and e-commerce.

Sept. 1995–
July 1996

Editor in chief, *Fashion Internet*, New York, NY.
Launched successful online magazine for Web development partnership. Hired staff of seven; oversaw all design and content. Conceptualized, assigned, and edited feature/review pieces with extensive stable of freelance contributors. With art director, spearheaded well-received site redesign. Developed and oversaw \$700K operating budget. Upon clash between owners, developed technical and financial plan to take site independent. Made and maintained alliances with independent Web sites and industry figures in NY, LA, and SF.

Nov. 1993–
June 1995

Copywriter/junior designer, Neumeier Design Team (now Neutron), Palo Alto, CA.
Assisted in graphic design studio specializing in software packaging and collateral. Wrote and edited copy, created graphics, and designed layouts for software packages.

- Oct. 1992–
Aug. 1994 **Editor and publisher, *And Magazine***, San Francisco, CA.
Conceived and published quarterly arts magazine for the San Francisco area. Recruited staff, obtained financing, and created marketing and business plan. Oversaw editorial, design, business, production, and distribution while writing, editing, and interviewing.
- May 1992–
Oct. 1993 **Production/copy editor**, Miller Freeman Inc., San Francisco, CA.
Managed *OS/2 Developer*, a magazine for computer programmers, from initial editing through production. Edited all copy; worked with authors to bring text of highly technical articles up to publication quality. Selected or created necessary artwork; oversaw design, layout, and production of bimonthly 136-page journal.
- Sept. 1990–
Apr. 1992 **Freelance production assistant** for various film and video producers, including Industrial Light & Magic, Intrepid Productions, and Korty Films. Assisted producers with all duties of pre- through post-production. Read and critiqued submitted scripts; assisted with script continuity and editing. Prepared bids, contracts, and presentations; logged and tracked film and video elements.
- Jan. 1989–
June 1990 **Editorial and production assistant**, Blackbirch Graphics, New Haven, CT.
Performed in-house editing and production tasks for book packager/publisher. Researched and edited manuscripts; developed bibliographies; prepared galleys and mechanicals.

Education

- July 2005 **Warren Wilson Program for Writers**, Asheville, NC.
MFA in poetry; Javits scholar.
- June 1990 **Yale University**, New Haven, CT.
B.A. in American studies, modern literature concentration. Fiction, poetry, and nonfiction writing seminars; classes in printing, photography, and graphic design.

Publications

- 2004 *The Defining Factor: Using the Power of Design to Strengthen Your Business and Your Brand* (with coauthor Jeff Zwerner) forthcoming from New Riders Press/AIGA Books.
- 1999–
present Published dozens of poems in journals such as *Zyzzyya*, *Bellingham Review*, *The Cortland Review*, and *Mississippi Review*. See Web site for CV and complete list of publications.
- 1993–
present Published articles and reviews in *Exhibitor Magazine*, *Critique: The Magazine of Graphic Design Thinking*, *How Design*, *Might*, and *Teenwire*.
- Other Winner of several national awards for poetry (2003 Emily Dickinson Award; 2001 James Duval Phelan Award; multi-year semifinalist, Discovery/The Nation Prize; etc.). Recreational cook. Poet-teacher with California Poets in the Schools, a nonprofit foundation that offers poetry workshops for elementary school students.