
EMILY EINOLANDER

Versatile Content Production, Project Management and Communication

emilyeinolander.com | emily@emilyeinolander.com | 805-757-6898

EDUCATION

M.S. IN BOOK PUBLISHING, PORTLAND STATE UNIVERSITY

2015 – 2017 | 3.8 GPA

- **Marketing Graduate Assistant** for publishing department; organized and promoted panel discussions with publishing industry professionals and Literary Arts; maintained and organized alumni list using Qualtrix; managed solicitations and newsletter
- **Digital Content Manager** for affiliated publishing company Ooligan Press; managed two website rebuilds and migrations and one additional redesign; managed production for six ebooks, using Trello and Google Suite to coordinate other student workers

B.A. IN GLOBAL STUDIES, UNIVERSITY OF CALIFORNIA SANTA BARBARA

2005 – 2009 | 3.95 GPA

- During **Study Abroad Program** in Copenhagen, Denmark, worked with asylum seekers as tutor and newsletter publication assistant for the **Danish Red Cross**
- **Editorial Intern** for the UCSB Alumni Association Newsletter
- **Writing and Spanish Tutor** for UCSB's Campus Learning Assistance Services

WORK EXPERIENCE

FOUNDER AND PRINCIPAL, HYBRID PUB SCOUT MEDIA

2013 – Present

- Coordinate, host, produce, and promote the **Hybrid Pub Scout Podcast**, featuring interviews with publishing industry professionals; 30 episodes since June 2018
- Grew **YouTube Channel JenB TV** email list through paid and organic advertising, writing scripts and assisted production for 15 short videos; solicited products to use for giveaways and managed social media platforms
- Provided research assistance, project management and first round developmental editing for **2018 Oregon Book Award nominee More Girls Who Rocked the World**
- Co-produced video for the **Foundation for the Performing Arts Center** in San Luis Obispo

ASSISTANT TO THE PUBLISHER AND CREATIVE DIRECTOR, BEYOND WORDS PUBLISHING

November 2016 – July 2019

- Prepared P&L and pitch documents for six books that were accepted by New York partners, **Simon & Schuster**
- Managed orders and customized page production for corporate customers
- Project managed, developed and copyedited for several books
- Uploaded title data and images to all sales platforms using multiple Content Management Systems

SALES ASSISTANT AND WEBSITE MANAGER, AMPELOS CELLARS

September 2012 – January 2014

- Rewrote web content and updated design within unique content management system
- Contributed digital assets in the form of wine bottle product shots

COMMUNITY EDUCATION COORDINATOR, NORTH COUNTY RAPE CRISIS CENTER

March 2011 – May 2012

- Taught self-defense classes and delivered community presentations in English and Spanish
- Counseled survivors of sexual assault and abuse

ENGLISH AND SPANISH LECTURER AND T.A., UNITED INTERNATIONAL COLLEGE

August 2009 – May 2010

- Supported English Language Center student learning at University in Zhuhai, China
- Stepped into Spanish and English lecturer roles that unexpectedly opened
- Guided extracurricular activities including a music club and community service club

LANGUAGES, SKILLS AND PROGRAMS

Advanced Spanish • Basic Mandarin and Danish • Digital photography and photo editing • Adobe Creative Suite, especially advanced Photoshop, Illustrator and InDesign • Amazon and Facebook Ads • Audacity sound editing and online audio platforms • EPUB and MOBI • Google Suite • HTML + CSS • Mailchimp • Microsoft Office • Project management software including Basecamp, Plutio, Slack and Trello • Qualitrix • Wordpress CMS including PHP hooks

REFERENCES

Abbey Gaterud

Publisher, Ooligan Press
abbey.gaterud@ooliganpress.pdx.edu
503-725-9410

Craig Junghandel

Founder/CEO, IARTISAN
craig@iartisan.com | 805-471-6117

Corinne Kalasky

Marketing Coordinator, Beyond Words
Publishing |
corinne979@gmail.com | 718-675-9949

Michelle McCann

Bestselling Author and Editor
mccannkidsbks@comcast.net | 503-736-9102