

Creative and affable writer, editor, and instructor with exceptional publications management trajectory offers senior-level copywriting and editing skills to wide array of audiences. Armed with copyediting certification from **UC Berkeley Extension** and a decades-long academic publishing career spent managing and authoring strategic, audience-specific print and online marketing materials, excellence is the result.

## PROFESSIONAL HISTORY

- ◆ **California College of the Arts** San Francisco, CA 2007–  
**Web Editor / Content Manager | Assistant Director of Publications** (Communications Office)  
Production management support for all seasonal print collateral (catalogs, newsletters, postcards, brochures, programs, posters, fliers) developed to market the college's academic programs; co-facilitate the award-winning Sputnik design group, a faculty-elected group of undergraduate designer; manage department print projects, including billing and budgetary considerations; support the editor as needed; assist in the advertisement design and submission process; hire freelance designers; press check materials; and represent director as needed.
  
- ◆ **California Institute of Integral Studies** San Francisco, CA 2006–07  
**Publications Manager** (Office of Marketing and Communications)  
Editorial management of wide-ranging programmatic print and online collateral (catalogs, brochures, playbills, posters, fliers, calendar event listings); involvement at all stages of production: writing, editing, copyediting, proofreading, art direction, acquisition and archiving of permissible image use, budget approval, printer liaison.
  
- ◆ **Frameline, Inc.** San Francisco, CA 2005  
**Public Relations Associate / Publicity Coordinator** (liaising with **Larsen Associates**)  
Developed press conference materials (press releases, fact sheets, program notes); created online press room; prepared print, radio, and television interviews (including producing film-clip reels, event schedules, writing PSAs); authored the popular "Get Inside Frameline29" member newsletter and promotions photo gallery; managed press screenings; and performed extensive Internet research for world-renowned international film festival. (Festival gained a ten-percent increase in attendance.)
  
- ◆ **John F. Kennedy University** Pleasant Hill, CA 2004  
**Senior Editor / Media Contact** (Office of Marketing and Communications)  
Managed print, website, intranet, and departmental marketing and publicity collateral; authored press releases, news stories, website features, print ads, media campaigns, internal promotions, external communications, and announcements; and effectively branded university to local and national print media.
  
- ◆ **Media Alliance** Oakland, CA 2003–  
**Instructor** (Professional Proofreading and Grammar Intensive workshops)  
Lead instructor for beginning-to-advanced workshops for media-focused nonprofit that trains media enthusiasts how to build freelance careers. My unique curricula illustrate the mechanics of proofreading and copyediting for book, magazine, and Internet publications, as well as include real-world discussions for how to succeed as a professional freelance media content provider.
  
- ◆ **TypoSuction** (independent professional writing/editing service) Oakland, CA 1998 –  
**Copywriter / Content Specialist**  
Traditional and customized content development for wide-ranging business needs: newsletters, website features, white papers, press releases, fact sheets, technical how-to manuals, book and film reviews,

program notes, Internet columns, and targeted marketing collateral (brochures, tri-folds, ads). Provide comprehensive developmental and line editing, copyediting, and proofreading for book manuscripts, website content, marketing materials (brochures, flyers, e-mail announcements). *Chicago Manual of Style*, *Associated Press Style Guide*, in-house or customized style proficiency and adaptability assures outstanding consistency.

◆ **Peachpit Press** (a Pearson Education publishing imprint) Berkeley, CA

1992–2001

**Senior Academic Marketing Specialist** (supervisory position held between 1998–2001)

Produced, authored, and edited innovative online- and print-based direct-marketing collateral for niche sales channel that represented thirty percent of gross revenue. Authored and designed “On the Mark!” newsletter (22,000 circulation); project managed electronic book supplements; delivered strategic monthly e-mail communications; developed collateral for high-profile Adobe, Inc. and Macromedia, Inc. co-publishing relationships; and copyedited semiannual 500,000-piece direct-mail catalog.

## EDITING / WRITING

1990–

Book (editing, copyediting, proofreading)

**Bay Tree Publishing** (www.baytreepublish.com)

*Saving Energy, Growing Jobs* (David B. Goldstein, NRDC energy program director; Foreword by Senator Olympia Snowe)

*Take Back Your Life: Recovering from Cults and Abusive Relationships* (Janja Lulich and Madeleine Tobias)

*The Case for Affirmative Action in University Admissions* (Bob Laird; Foreword by Reverend Jesse Jackson)

*Get Hired NOW! A 28-Day Program for Landing the Job You Want* (C. J. Hayden and Frank Traditi)

*Them and Us* (Arthur Deikman, PhD, UC San Francisco)

**Peachpit Press** (www.peachpit.com)

*The Macintosh Bible, Fourth Edition* (Arthur Naiman et al.)

*The Be OS Bible* (Scot Hacker, UC Berkeley Graduate School of Journalism)

**Wilton Circle Press** (www.marysidneysociety.org)

*Sweet Swan of Avon: Did A Woman Write Shakespeare?* (Robin P. Williams)

Internet Columnist (authoring)

“Come Down to My Level” online column hosted by best-selling author Robin Williams (www.urlsinternetcafe.com)

“Lovers Lane” online advice column (formerly hosted by AmazonCity.com)

Newsletter (online and print; authoring and designing)

“Get INside Frameline29” (Frameline international film festival online updates w/photo galleries)

“On the Mark!” Peachpit’s semiannual academic marketing newsletter

Newspaper (authoring)

*East Bay Express* “Billboard” arts & entertainment reviewer

*The Oakland Tribune* book reviewer

Magazine (photography)

7x7 magazine

*Common Ground* (reviewer)

## EDUCATION (primary and secondary studies)

**University of California, Santa Barbara**

Bachelor of Arts, English Literature (concentration in French conversation with a creative writing emphasis)

**University of California at Berkeley, Extension**

Copyediting certification (*part of the reputable publishing program*)

**Media Alliance** (Oakland)

HTML and Web Design

**Merritt College** (Oakland)

Desktop publishing

## CREATIVE TOOLS

Adobe Acrobat, CSS, Illustrator; InDesign, Lightroom; Photoshop; BBedit; FileMaker Pro; HTML; Dreamweaver; Microsoft Office; QuarkXPress

## PROFESSIONAL REFERENCES

---

**Steven Jenkins**, (former) **Associate Director, Frameline, Inc.** 415 703 8650

Manages the development, distribution, and fund-raising for community-based outreach, such as producing an international film festival, distributing films within the educational market, and collaborating in the development of the Films Arts Building, a nonprofit cooperative that houses Bay Area film and arts-based organizations.

**Jeff Perlstein**, (former) **Executive Director, Media Alliance** 510 832 9000

Leads this reputable media resource and advocacy center for media workers, nonprofit organizations, and social justice activists ensuring excellence, ethics, diversity, and accountability exist in all aspects of the media in the interests of peace, justice, and social responsibility.

**David Cole**, **Publisher, Bay Tree Press / Gemini Marketing** 510 236 1475

Independent publisher, guest speaker, and author of *The Complete Guide to Book Marketing*, and who specializes in publishing politically and socially relevant books.

**Lisa Ryan**, (former) **Marketing Director, John F. Kennedy University** 925 487 4383

Managed the collateral output and delivery for the Office of Marketing and Communications for each professional school that comprise the university, including spearheading the marketing direction for both internal communications and online marketing efforts.

---

## PERSONAL REFERENCES

**Robin Williams**, **author / teacher / lecturer / web designer** 505 438 8668

Best-selling author for whom I've arranged special book-signing events, organized tradeshow publicity needs, and developed a trusting coauthoring relationship—resulting in a collaborative documentary project filmed in England and based on *Sweet Swan of Avon: Did A Woman Write Shakespeare?* (Reviewed in *Newsweek* 2004).

**Bob Laird**, (former) **UC Berkeley Head of Undergraduate Admissions** 510 548 6274

Bay Tree Publishing author of *The Case for Affirmative Action in University Admissions* for whom I arranged a national book-signing tour that resulted in a C-SPAN BookTV promotion, a guest lecture at Yale University, and a dozen independent and corporate bookseller author appearances.

---

## REAL-WORLD TESTIMONIALS

*“Another aspect of Mr. Norrena’s abilities I cannot recommend highly enough is his skill at writing with expression and creativity. Besides his capable handling of writing the festival press releases and assembling media kits, his one-of-a-kind touch made the Festival newsletter a resounding success. ...”*

—Karen Larsen, *Publicist*

*“Jim is a great writer who works incredibly well with authors, in part because he loves to go the extra mile to ensure successful results. ...”*

—Robin Williams, *best-selling author*

*“He is an excellent instructor/facilitator and group leader and trainer. I can honestly say that his unique ability to learn new skills quickly and take on leadership roles with professionalism has saved lives. ...”*

—Darlene Weide, *MPH, MSW, Executive Director, STOP AIDS Project*