

JOANNE FRASER
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Editorial services, developmental editing, copyediting, proofreading, and indexing of publications, training manuals, and marketing materials. Web design, development, assessment, reorganization, and maintenance. Team player with excellent problem-solving, organizational, and interpersonal skills.

EDUCATION

M.B.A., Marketing, University of Massachusetts, Amherst, May 1997.

• **Coordinator, School of Management's Writing Center, 1995 to 1997.**

Worked with undergraduate business students to develop/improve their written communication skills.

M.A., American History, Johns Hopkins University, Baltimore, Maryland.

B.A., American Studies, Scripps College, Claremont, California.

COMPUTER SKILLS

• Microsoft Word, Excel, Access, PowerPoint, Outlook, Publisher, FrontPage, Dreamweaver, HTML, JavaScript, Adobe Photoshop 7.0, Oracle 7.x and 8.x; SQL Server.

EDITORIAL EXPERIENCE

Freelance Developmental Editor, Amherst, MA

2000 - present; 1985 - 1995

As consultant to college textbook publishers and academic presses, worked closely with authors from the first draft on to build manuscripts into successful college textbooks:

- Targeted the text to its market by developing distinctive content, organization, features, and style.
- Analyzed the market and competing texts; conducted market research by soliciting, summarizing, and incorporating user reviews.
- Reviewed text for clarity, consistency, continuity, timeliness, correct spelling and grammar, appropriate style, and visual presentation.

Project Editor, Saunders College Publishing, Philadelphia

1981 - 1985

- Managed the production of college science textbooks from copy to finished book.
- Supervised the freelance designers, copyeditors, proofreaders, and artists assigned to those tasks, and anticipated and resolved problems relating to quality, accuracy, schedule, and budget.
- Developed stepwise procedures and quality control guidelines to achieve timely completion of projects.

Copy Editor, W.B. Saunders Company, Philadelphia

1979 - 1981

- Rewrote, edited, and indexed professional medical books; researched and selected illustrative material.
- Edited manuscripts with regard to the consistency and quality of the writing, rewriting as needed to achieve the intended meaning and style.
- Worked with authors, design department, and production staff to shape the final form of the text.

OTHER PROFESSIONAL EXPERIENCE

Data Analyst, Town of Amherst, Amherst, MA

September 1999 - June 2003

- Designed, developed, tested, documented, and maintained data-driven applications, and associated forms and reports, for the town's departments.
- Responsible for creation of Town website (www.town.amherst.ma.us).
- Trained Town employees in all Microsoft Office applications, including Word, Excel, Access, and Outlook.

Database Manager, Pioneer Health Group, Holyoke, MA

April 1998 - September 1999

Supported existing and new databases, as well as ensured the integrity of all data for this administrator of managed care health plans. Responsible for data gathering, analysis, and reporting, and for communicating information to corporate and in-house clients.

Marketing Analyst, Lifestage Matrix Marketing, Amherst, MA

Summer 1997

For projects with Kellogg USA and Holyoke Hospital, researched, analyzed, and reported on demographic subsets of the 50+ market.

Marketing Analyst, Providian Bancorp, San Francisco, CA

Summer 1996

Team implemented the direct marketing plan for a fee-based loan, insurance, and household-benefits product for this \$5.5 billion consumer-driven bank.