

Lisa A. Snow
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Employment

Freelance Creative Pre-publishing Services October 2007 to present

Services include photo research and image coordination, photo permissions and licensing, project management, design implementation, and digital archiving. I have worked in nearly all academic disciplines of textbook publishing. Please visit my website for additional information.

The McGraw-Hill Companies December 1997 to October 2007

Columbus, Ohio

(614) 430-4000

Visual Coordination and Photo Editing

Project management: Supervised, trained and evaluated staffing among multiple projects for full-color and black-and-white textbooks, ancillaries and related collateral. Generated and performed employment evaluations. Maintained knowledge of internal and external production flows and developed processes for maximum flexibility and cost control. Evaluated project needs and generated schedules based on interdepartmental and vendor requirements and capabilities. Researched and evaluated best practices and used information to create written procedures for use within the department. Provided weekly and monthly reports and maintained clear project documentation. Prepared and presented informational material for launch and vendor meetings. Developed training material and provided instruction across departments. Reported fiscal information to management and monitored budgets. Attended Skillpath Two-day Team Leadership Seminar, 2007.

Offshore project management: Lead the department in an offshore project initiative. Provided guidelines to offshore production team and fielded questions on a daily basis. Offered information to other project managers that could affect their projects in the future.

Fiscal responsibility: Reviewed cost report at project launch to insure accuracy and realistic project costs. Maintained detailed fiscal report throughout project that was used by management and myself to stay within budget restraints and give alert when additional funding for project was required.

Design implementation: Collaborated with designer during project launch and reviewed design at all passes. Reviewed page proofs at all passes to insure adherence to design specifications and visual effectiveness. Offered layout, art, and photo solutions and conducted group reviews with all pertinent departments.

Art buying: Identified project art needs at design stage including amount of art needed, style, and number of artists needed based on amount and schedule to insure success. Researched appropriate artists and presented samples to editorial. Created and submitted bid letters based on projected requirements of project. Evaluated costs based on bids to insure adherence to the budget, supplied projected numbers to editorial, and negotiated rates. Communicated negative issues to illustrators when needed and offered advise. Shared positive feedback as appropriate.

Photography buying: Researched stock agency photography and presented art and photography for multiple projects and among all disciplines. Requested publication permission and invoicing. Researched fine art for literature series and coordinated permission requests and invoicing with museums and institutions worldwide. Responsible for coordination and supervision of photo shoots, including the hiring of photographers and models and the acquisition of props and sets. Scanned photographs, slides and transparencies to digital format. Assisted vice president of art, production and design in establishing guidelines with major vendors to accommodate newly expanded reproduction rights standards.

Technology: Remained abreast of ever changing technological needs of the department and assisted in

training of team members. Effectively utilized technology for record keeping, image creation and page layout.

Software knowledge includes Photoshop CS2/CS3, Adobe Illustrator CS2/CS3/CS4, Adobe InDesign CS2/CS3/CS4, QuarkXPress, Apple Safari, Mozilla Firefox, Microsoft Explorer, Microsoft Office (including Word and Excel), Adobe Acrobat 8.0 and lower, Font Reserve, Suitcase 10.1.3, FTP downloading.

Workshops attended include Adobe Photoshop WOW Seminar, 2004, and Adobe Illustrator CS WOW Seminar, 2004, Skillpath Team Leadership Seminar, 2007.

Education

Wells College, Aurora, New York.

Bachelor of Fine Arts, 1989.

Minored in Art History.

References are available upon request.