

DAVID SPERANZA

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PROFESSIONAL SUMMARY

Creative, detail-oriented writer/editor with proven skills in a range of disciplines, from writing product copy, feature articles, reviews, and screenplays to editing fiction, websites, and textbooks.

PUBLISHING EXPERIENCE

B&H PHOTO AND VIDEO, New York, NY
Web Writer - Professional Video

August 2009 - May 2011

Wrote product descriptions for company's website, with a focus on bringing accuracy and a larger industry context to current professional and consumer video equipment. Also contributed long-form articles and reviews to newsletter/blog, targeting both novice and professional users.

FREELANCE COPYWRITER / EDITOR, New York, NY

July 2008 – July 2009

- **B&H PHOTO AND VIDEO** - Wrote advertising and newsletter copy with a focus on video products; updated all video sections for Winter 2008 catalog; contributed articles to 2008 and 2009 Student Buyers Guides; wrote 1,500-word online camera reviews; produced short video demo.
- Wrote pop culture reviews for **Popshifter.com**; edited literary novels *All Man's Land* and *Spurius*, by **David Laszlo Conhaim**; edited nonfiction book proposal, shot & edited promo video for **Cultural Communications**; edited annual report for **Arcus Foundation**.

BILL SMITH STUDIO, New York, NY

December 2007 – July 2008

Interim Managing Editor - SRA's Imagine It! California ELD Program

- Hired freelance writers, editors and proofreaders for various assignments, providing guidelines, templates and daily instruction for Grade 1 and Grade 3 teacher's guide and student workbook.
- Wrote and revised manuscript for student reading selections, activities, glossaries and frontmatter/backmatter; created new bookmaps to meet changing client needs.
- Supervised team of five on-site proofreaders.

Proofreader/Copyeditor

June 2007 – December 2007

Covered wide range of K-12 educational materials, including textbooks and ancillaries in all subjects (English and Spanish); copyedited in-house materials, co-developed new Intranet site.

FREELANCE COPYWRITER / EDITOR, New York, NY

January 2007 – June 2007

- **Emerson, Wajdowicz Studios** - Rewrote company website for style and effectiveness; copyedited Arcus Foundation annual report; conceived and wrote UNFPA poster copy for United Nations.
- **Cosimo, Inc.** - Wrote back-cover copy (summary + author bio) for dozens of public domain books.

MACMILLAN/McGRAW-HILL, New York, NY

August 2004 – November 2006

Associate Editor

Executed a wide range of copyediting and project management for company's Editorial Services Group, utilizing InCopy, MS Word, and traditional proof pages.

- Oversaw style and content, from manuscript to final proof, of primary grade textbooks designed for national and state-specific use. Subjects included Science, Social Studies, and Reading.
- Collaborated with editorial and design to ensure that *Chicago* and house styles were followed and national/state standards adhered to. Rewrote copy while regularly exceeding deadlines.

CONDÉ NAST PUBLICATIONS, New York, NY

2003 – 2004

Assistant to Photo Editor, *Domino* magazine (2004)

- Tracked photographer portfolios, conducted photo research, brainstormed magazine name.

Corporate Sales Assistant (2003)

- Supported three sales directors handling company's largest accounts, including **L'Oreal, Estée Lauder, Johnson & Johnson**, and **Proctor & Gamble**, in high-pressure publishing environment.

OTHER RELEVANT EXPERIENCE

- **Osmio, Inc.**, Supervising Editor - Web Page Content
Oversaw input and updating of web content for corporate meal-expensing service; also devised style and standards handbook and trained new hires.
- **The Prague Post / Velvet Magazine**, Features Writer
Wrote profiles, celebrity interviews, reviews, and columns for city's leading English-language periodicals.
- **For The Love Of Prague**, Editor
Edited content and wrote foreword for book of memoirs by Oscar-winning animator Gene Deitch.
- **The Prague Revue**, Associate Editor
Solicited manuscripts, worked with authors, and edited content for international literary journal.
- **Dark Confessions**, Screenwriter
Co-wrote feature film produced by North American Pictures.
- **Nicholl Fellowship Semifinalist**, Screenwriter
Finished in top 30 (out of over 6,000 entries) in industry's most prestigious screenplay competition.
- **The Luchart Group**, Advertising Copywriter
Wrote copy and pitched concepts for a range of clients, from retail outlets to industrial manufacturers. Generated radio spots, newspaper ads, product brochures, and annual reports.
- www.davidsperanza.com / www.kinotekfilms.com, Web Master
Designed and maintain online writing & photo portfolios, using Kompozer software and basic HTML.

EDUCATION

Temple University, Philadelphia, PA
Bachelor of Arts, magna cum laude, Radio-Television-Film