

# VALERIE WIRE

812-598-7521 / valerie.wire@gmail.com

Bachelor of Arts / Belmont University

Experienced senior editor; expert in project management, licensed editorial, product and brand development, digital and print marketing.

## EXPERIENCE:

### **Senior Manager of Product & Brand Development, Scholastic Inc. / Nov. 2014 – Present**

*Member of Scholastic Diversity Steering Committee; Research and Programming Sub-Committees*

*Founder of Klutz DEI Task Force*

- Editor for over 30 licensed and original IP titles per year, generating over \$43 million annual revenue
- Handle over \$300,000 in annual budget, running P&Ls and securing finance approval
- Develop and oversee editorial lifecycles from inception to post-mortem
- Liaise with authors, production, design, manufacturing, and marketing/sales throughout each project
- Plan strategic marketing programs and partnerships to drive customer engagement
- Negotiate publishing deals and contracts with writers, agents, and brands
- Interpret sales data to determine product strategies and placement
- Brainstorm, identify and pitch new partnerships and business opportunities internally and externally

### **Digital Marketing Consultant, Process Safety & Reliability Group / Jan. 2014 – Jan. 2018**

- Established and produced email marketing and newsletters to over 10,000 international clients
- Enhanced PSRG social media presence with content and discussions
- Maintained and updated website content on a regular basis

### **Community Manager, Demetriad Studios & BrandStories / March 2014 – Feb. 2015**

- Assisted in production of the 2014 NYU Women in Philanthropy Summit
- Coordinated the launch of the *ViewFinders* podcast for The Chronicle of Philanthropy
- Managed calendars and scheduling for meetings, photo shoots, interviews, and client relations

### **Sales & Marketing Assistant, Tucker Publishing Group / March 2013 – Nov. 2013**

- Managed all sponsorships & donations for over 100 philanthropic endeavors
- Assisted Sales Team produce and coordinate approximately 180 ads per month
- Circulation management for over 6,000 subscribers and businesses

## EXPERTISE:

Copywriting, brand licensing and partnerships, project and contract management, schedule building, public speaking, trend forecasting, time management, decision making, and problem-solving.

Outlook, Microsoft Office Suite (Word, PowerPoint, Excel), G-Suite, Workfront, and Trello.