

CHERI A. DELLELO
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EDUCATION

Bachelor of Arts, Psychology, University of Massachusetts at Dartmouth 1997
Bachelor of Arts, English, University of Massachusetts at Dartmouth 1997

WORK EXPERIENCE

Freelance Editor

Los Angeles, CA

October 2007 – present

- Assess early-version manuscript to determine market appropriateness and potential
- Analyze market and competition and make recommendations for development strategy and resource allocation
- Identify and contact content experts; solicit, consolidate, summarize, and analyze reviews of draft material; and provide directives to editors/authors based on results
- Line edit early-version manuscript to achieve clarity and flow and to ensure tone, style, and level are consistent; critical information and terms are present; claims are supported; organization is logical; concepts are fully developed; and reviewer feedback is incorporated

Acquisitions Editor, Psychology

SAGE Publications

November 2005 – October 2007

Thousand Oaks, CA

- Awarded “SAGE Best New Book of the Year 2006” for *Positive Psychology*, by Snyder and Lopez
- Signed twenty titles, totaling \$2.25M in projected first-year revenue
- Signed the first four-color textbook for the psychology list
- Completed forty hours of certified Employers Group® leadership training workshops
- Managed an editorial assistant
- Conducted sales training presentations on new psychology titles
- Visited over thirty college campuses to recruit new authors
- Attended approximately six discipline-related conventions a year

Sales Representative, Humanities, Soc. Sciences, & Languages

McGraw-Hill Publishers, College Div.

January 2003 – November 2005

Southern California

- Honored with “Rookie of the Year” and “Circle of Excellence” awards in 2003
- Closed over \$3M worth of adoptions per year
- Identified a trade title for the education market that was signed
- Gave presentations on product, assisted at conventions, and ran book fairs
- Attended local conventions

Developmental Editor, Psychology

McGraw-Hill Publishers, College Div.

November 2000 – December 2002

Boston, MA

- Developed texts, print supplements, and media assets
- Contracted and supervised freelancers
- Researched innovative supplements across disciplines and presented findings to all departments
- Functioned in a sponsoring editor role for Psychology of Women titles in fall of 2002
- Traveled to college campuses twice weekly for editorial/sales calls in fall of 2002
- Attended local discipline conferences

PROFESSIONAL AFFILIATIONS

- Editorial Freelancers Association – Southern California Liaison
- Freelancers Union – Member