

# GEOFFREY D. STONE

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geoffreydstone@gmail.com

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## **SUMMARY**

Professional with more than 25 years' experience in general management, business development, business process reengineering, business analysis and marketing in the publishing and IT industry. Strong project manager with proven leadership skills in acquisitions, editing, copywriting, and marketing presentations. Consensus-builder focused on continuous development of successful projects.

- Project Management
- SharePoint Development
- Power BI Reports
- Inventory Management
- Tech Writing
- Marketing Presentations
- Content Development
- Document Development
- Substantive Editing
- Proofreading

## **PROFESSIONAL EXPERIENCE**

### **TELESOLV CONSULTING**

*Business Analyst II*

**Washington, DC**

*2019 – 2025*

- Provide direct business support, facilitating and assisting in execution of US Coast Guard's C5I BOD-PMB functions.
- Provide direct business support, assisting and facilitating planning, business process development, and other activities necessary for BOD-PMB functions.
- Develop SharePoint sites and establish workflows.
- Develop project management processes, guides, and job aids to assist project managers.
- Develop Power BI reports and automation solutions.
- Participate in cross-functional IPTs.
- Finalize and publish event documentation such as agendas, minutes, and read-ahead materials.
- Established MS Teams protocol and governance for the BOD-PMB.
- Coordinate and collaborate with subject matter experts on facilitation materials.

### **ILLUMIFY MEDIA GROUP**

*Managing Editor*

**Littleton, CO**

*2018 – 2024*

- Manage client and vendor contracts.
- Manage all aspects of the company's editorial work including hiring and overseeing freelance copyeditors and proofreaders.
- Manage the typesetting process, including ensuring the Adobe files are marked up clearly and correctly, ensure all changes were made before passing subsequent versions to the author.
- Create and maintain the book schedule for 60 books a year.
- Edit cover copy for all titles.
- Consult with the publisher regarding technical aspects of publishing, such as setting up files, reviewing image files, selecting paper, and other production issues.

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### **CLEARWORDS GROUP**

*Freelancer*

**Charles Town, WV**

*2018 – present*

- Manage client and vendor contracts.
- Consulting and project management for various stakeholders located in different regions, to determine best publishing option, managing the publishing processes, establishing marketing plans and freelance developmental and copy editing.
- Copyediting and typesetting services directly to various authors.
- Manage the publishing of a boutique quarterly magazine: collating the articles, cleaning up the articles, and overseeing the proofreading, typesetting, and printing to ensure it is on-schedule.

### **WND BOOKS**

*Editorial Director*

**Chantilly, VA**

*2013 to 2018*

- Managed all aspects of the company's book publishing division.
- Manage client and vendor contracts.
- Hired and oversaw production managers and editorial staff.
- Managed contract workforce of editors, indexers, and proofreaders.
- Developed a co-publishing program, establishing policies and procedures.
- Reengineered the editorial workflow, including initiating and leading weekly meetings to keep managers on task and accountable.
- Tracked the weekly and monthly books sales to determine efficacy of marketing plans.
- Acquired titles and led the publication decision-making process, negotiated contracts, managed rights, and oversaw foreign sales.
- Managed the publication process from acquisition to book launch, including overseeing editors, designers, and production managers RFQs and scheduling.
- Managed inventory—determined first printing and reprint quantities.
- Wrote catalog and marketing copy for all titles.
- Presented titles to sales department and provided quarterly updates.

### **RUNNING PRESS BOOK PUBLISHERS**

*Senior Editor*

**Philadelphia, PA**

*2008 to 2013*

- Developed business metrics to determine trends and analyzed sales metrics to determine viable projects.
- Negotiated publishing contracts.
- Coached authors on manuscript development to publish award-winning cookbooks.
- Developed workflow process and schedules for internship program.
- Acquired cookbooks and achieved business development targets laid out by the management.
- Managed 10 to 12 projects per year, which was a higher benchmark than other editors in the company.
- Developed marketing plans and provided support the sales of projects and wrote marketing copy, prepared catalog copy, and pursued review quotes.
- Edited and line edited 20 cookbooks, which increased the revenue for the department.

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## **THOMAS NELSON PUBLISHERS**

*Editor-in-Chief*

**Nashville, TN**

*2007 to 2008*

- Analyzed publishing trends and sales metrics to determine viable projects.
- Acquired numerous general interest titles and achieved business development targets laid out by the management.
- Reengineered the editorial department to incorporate consistent style and efficient workflows.
- Coached authors on manuscript development to make the New York Times bestseller list.
- Profitably negotiated contracts, freelance rates, and permission requests, resulting in over 20 percent cost savings for the publisher.

*Senior Editor*

*2007 to 2007*

- Demonstrated strong leadership and managed 10 to 15 projects simultaneously.
- Coached authors on manuscript development.
- Developed a successful sports book series, oversaw a multimedia project, and edited a best-selling cookbook series.
- Managed title plans, inventory lists, reversion of rights requests, POs, and production schedules.
- Developed internal style guides for cookbook program, elevating the consistency in content style and quality of book.

*Managing Editor*

*2002 to 2003*

- Managed 8 to 12 projects simultaneously.
- Managed freelancers.
- Coordinated book elements: secured permissions and artwork, checked consistency of style.

## **EDUCATION**

- **University of Tennessee**  
Bachelor of Arts, English & History

## **CERTIFICATION**

- Certified Scrum Master

## **PROFESSIONAL DEVELOPMENT**

- Ken Blanchard's Situational Leadership 2: Theory, Application, and Practice
- Kouzes & Posner's Leadership Challenge: 360 Leadership Assessment
- Steven Stowell & Matt Starcevich's Collaborative Coaching Model
- Project Management Professional (in process)
- Six Sigma training

## **VOLUNTEER**

Trail Life USA

- Communications director to Troop 354