

## WRITING

*'Oooh, you did get in the zone, Alison! It fits the bill perfectly – it's exactly what we need. Thank you so much.' 'I'll take a gallon of that creative juice too please! Well done.'*

Writing product descriptions *Michael Oakshott, Director, Oakshott Fabrics*

*Making Up Stories* for Southgate Publishers

Magazine articles for *Flair* and *Your Family*

A variety of marketing copy and press releases for arts organisations, food festivals, holiday companies and other businesses

## DESIGN

Logos, website, reports, brochures and books – to see products go to [website](#)

## TECHNICAL EXPERTISE

### On-screen editing

I work with Word, PDFs and InDesign/InCopy (for designing and for creating eBooks).

Regularly set up formatted documents for ongoing use

Currently work on Mac, used PCs for many years. Good knowledge of Excel, Access and Powerpoint

### eBook formatting

for ePub and transfer to MOBI

### Websites

I have a working knowledge of HTML and XML and have employed a variety of CMS. I create websites in Wordpress

Editing, writing copy for and/or administering a range of websites

### Design

Use of Photoshop, Adobe Illustrator, InDesign/InCopy

### Training

PTC Creating eBooks; PTC Grammar at Work; SfEP Proofreading for Accreditation and Fiction Editing; Chapterhouse editing and proofreading course

## PREVIOUS EMPLOYMENT

2000-2007, **The Reading Agency**, maintaining main database, managing sales, administering training bookings, formatting and production of reports, forms, manuals and toolkits

July 1987 to January 1988, **Cheek By Jowl**, tour publicity officer

May 1981 to July 1987, **Royal Shakespeare**

**Company**, London, publicity and marketing officer, handling all advertising, dealing with print, mailing, links to educational organisations, groups, businesses, promotional activities, FOH and marketing of tours and transfers

July 1980 to April 1981, **Old Vic Theatre**, London - press assistant

August 1979 to June 1980, **London Student Drama Festival** – administrator; Cherub Company on the Edinburgh Fringe - stage manager and performer

## PROFESSIONAL MEMBERSHIPS

Chartered Institute of Editing and Proofreading, Professional Member

Arts Marketing Association (from its inception to 2012)

Board Member of the Nuffield Theatre, Southampton 1997–2000

## GENERAL

Went to school in Italian and French schools.

Lived in Italy, Egypt, Tunisia, Sudan, India, Canada. Travelled to Europe, Kenya, NZ and USA.

Worked with Sustainable Crediton focusing on local food and gardening

Catering for large groups

Organising the Crediton Food Festival, Crediton Festival, Crediton Short Story Competition

Member of book and writing groups, English Heritage, jive dancing



## Alison Shakspeare

Shakspeare Editorial (trading as Shakspeare Services Ltd, founded in July 1987)

### CONTACT DETAILS

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Professional  
Member

### COPY EDITING

#### Publishers

**Ashgate/Routledge/Taylor Francis/MUP** through the agency of 4word, Bouchier, Povey Editorial and Sunrise Setting; a variety of academic books in business, humanities and social sciences

**Springer/Palgrave Macmillan** through the agency of Newgen, Bouchier, Povey Editorial, Werset, Swales & Willis; a variety of academic books on ICT, Islam, linguistics, history, social sciences

**Southgate Publishers** focus on family learning, primary and secondary schools. Editing publications where there is a need to turn copy into clear English and make the content easy to follow and act on. Also advising on design approach for some publications

*"Alison's strengths are project management, liaising with writers to get in articles, research on the internet, proofreading."*

**DK Life (Dorling Kindersley)** gardening publication

**AA Lifestyle Guides** including *Food Lovers 2003* and *Britain's Best 2003*; translations from French for *Bed & Breakfast in France 2001* and *French Gîtes 2004* and *2005*

### Business clients

**Cambridge Display Technology** editing new website wording

**HomeGround** applying Plain English to all documentation and website information

**Smithers Rapra** business reports

**Mcommerce** for Rupert Potter of Paythru Limited

**Oakshott Fabrics** website, publicity materials

**Flair Magazine** quarterly publication for machine embroiderers, closed in July 2014. Copy-edited all content for style and clarity; also input on design

**Learning Through Landscapes** for seven years (to 2009 when work went in-house) all monthly membership materials were edited by me. Aimed at early years, primary and secondary pupils and teachers to enhance and promote their use of outdoor learning

*"You've done a magnificent job, always keeping us to deadline, often against the odds, and we've really enjoyed working with you."*

Also copy editing for the Publishing Training Centre; Wordy; Christina Dixon Consulting; The Devon Chef; individual self-publishing authors

### PROOFREADING

#### Publishers

**Dorling Kindersley** through the agency of Studio Cactus (factual books on gay sex, horses, birds)

**David & Charles** through the agency of Outhouse (Hillier's plant guide)

#### Business clients

**The Quick Guide to Selling Your Business** for ebook and print

**Love the Flavour 2012/13** and **2015/16** Guides

### SELF-PUBLISHING

Work with a range of authors (fiction and non-fiction) at all levels of self-publishing from editing to design and publication (full details on website). Can supply ISBNs

*'Thanks for all your help. You've been really professional and I'd happily use your services again.'* Book and cover layout, formatting ebook, setting up POD account and getting *Losing the Plot* on Amazon – *Richard Grainger, author of Losing The Plot*