

# ROBIN DONOVAN

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## In a Nutshell

- Seasoned journalist, author and editor with 20 years of experience in the publishing industry.
- Articles published in *Cooking Light*, *Fitness*, *San Jose Mercury News* and other publications.
- Author or coauthor of three published books, including a *New York Times* bestseller.
- Marketing background that includes writing all types of marketing collateral, from advertisements, catalogs and book jackets to press releases and corporate newsletters.
- Skilled at both editorial and marketing writing.

## What I've Been Doing All These Years

### **Freelance Writer and Editor**

2000–Present

- Coauthored the *New York Times* bestseller *Dr. Gott's No Flour, No Sugar Diet* (Quill Driver Books 2006, Warner Wellness 2007).
- Authored *Campfire Cuisine: Gourmet Recipes for the Great Outdoors* (Quirk Books, May 2006).
- Wrote and edited the "Restaurants" section of *Moon Metro San Francisco* (Avalon Travel, 2008).
- Write feature articles on nutrition, food, cooking, health, fitness, travel, home improvement, personal finance and more for popular publications including *Fitness*, *Cooking Light*, *San Jose Mercury News*, *Seattle Post-Intelligencer*, *Las Vegas Sun*, *Vine*, SFGate.com, and many others.
- Interview experts and conduct field, Internet, and library research.
- Edit books on cooking, food, nutrition, fitness, travel, and other lifestyle topics.
- Write marketing copy—advertisements, product packaging, presentations, speeches, product descriptions, press releases, book jackets, newsletters, and web copy—for a wide range of clients.
- Current and recent clients include Amazon.com, Barnesandnoble.com, *Today's Home* magazine, Conexión (through whom I've written for Aflac, State Farm, Ford Mercury, ESPN Deportes, Diamond Cabinets and others), Club One, North Atlantic Books, The Jewish Community Center of San Francisco, Berrett-Koehler Publishers and many others.

### **Senior Online Marketing Manager**: Berrett-Koehler Publishers, San Francisco, CA

1999–2007

- Drove Internet marketing initiatives for non-fiction book publisher, including planning and implementing successful web advertising, promotion, and publicity campaigns and managing web content development, design, and programming teams.

### **Promotion Manager**: Berrett-Koehler Publishers, San Francisco, CA

1994–1999

- Developed and implemented successful marketing for line of non-fiction books; oversaw writing, design, and production of promotional materials (catalogs, book jackets, brochures, advertisements, and sell sheets); presented new books to sales representatives and buyers.

### **Publicity Manager**: Hunter House Publishers, Alameda, CA

1992–1994

### **Publicist**: China Books & Periodicals, San Francisco, CA

1991–1992

### **Reporter**: *Southern Exposure Magazine*, Durham, NC

1990–1991

### **Publicity Assistant**: Butterfield Associates, Emeryville, CA

1988–1990

## Where I learned the Basics

**University of California, Santa Cruz**: BA Psychology with honors, Phi Beta Kappa.

1988

## What Else Can I Do?

Experienced with both AP and Chicago style, Microsoft Office, HTML, Dreamweaver, Moveable Type, Wordpress, Acrobat Pro, and Photoshop.

**Writing Samples and References Furnished on Request**