

# ROGER BULLEN

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## SUMMARY

- EDITING
- REVISION
- QUALITY CONTROL
- MANAGEMENT SKILLS
- WRITING
- PROJECT MANAGEMENT
- RESEARCH
- IT SKILLS
- PROOF-READING
- INDEXING
- KNOWLEDGE MANAGEMENT

## EDITING

- Periplus Souvenir Guides - structurally edited text and graphics for coherence, relevance and aesthetic value and style edited text for accessibility and adherence to house and series styles
- Periplus Action Guides - copy edited Surfing and Diving Australia for grammar, accuracy and to fit layout
- Tuttle Paradigm Theory & Policy Making - proof-read to ensure fully polished text, ready for the printer

## WRITING

- Periplus Travel Packs - provided additional text on Kyoto, Osaka and Philippines titles for extra entries
- Berkeley Books Sales Material - wrote jacket blurbs, catalogue descriptions and advance information sheets
- DK World Atlas - originated text for prelim section to explain theory and uses of map projections

## EDITORIAL REVISION

- Periplus Travel Packs - fully updated text and practical information for Kyoto, Osaka and Philippines titles
- Reader's Digest Universal Dictionary - thorough checking of all biographical entries

## INDEXING

- DK World Atlas - devised bespoke indexing system and coordinated production of 80,000 entry index
- Periplus Singapore Street Atlas - devised indexing system and coordinated production of 16,500 entry index

## AREAS OF SPECIAL INTEREST

- Reference
- Geography
- History
- Travel
- Sport
- Cinema
- British Isles
- Poland
- Southeast Asia (especially Singapore)
- EFL

## KNOWLEDGE MANAGEMENT

- Berkeley Books Publishing Department Archive - reviewed needs for digital, film and project archive and set up a logical system for storage, tracking and retrieval that could be tied in with company accounting software
- DK Graphic and Placenames Databases - structured database information to allow easier atlas production and create a record of geographical information
- DK Cartography Archive - created map and atlas archive and set up database for retrieval of this information

## PROJECT MANAGEMENT

- Administration of Multiple Projects - project-managed up to 50 active new and revised Periplus travel, map and business projects at varying stages of production to meet schedule and budget targets
- Scheduling - established and monitored realistic project targets through step-by-step Excel schedules
- Budgeting - generated project costings to meet the budget objectives of reducing production costs and maximising sales revenue
- Method - set up production process to enable all aspects of project to tie in, allow parallel production for complex projects and give project team full understanding of their roles
- Editorial Coordination - managed editorial development including manuscript delivery, structural editing, copy editing, revision, translation, typesetting and copy fitting
- Picture Coordination - managed pictorial aspect of titles including picture lists, photo shoots, scanning, picture selection, enhancement and layout
- Map Coordination - managed cartography including sourcing, digitising, and map editing
- Production Coordination - managed production process with colour separation and printing suppliers
- Briefing and Liaison - engaged in regular contact with suppliers and consultants by clear written instruction and dialogue to ensure timely delivery of suitable material
- Key Contact - with editorial and design teams to ensure on-time delivery of project-consistent material
- Follow Up - organised post-project feedback plus wrap-up of payments, material return and archiving

## **MANAGEMENT SKILLS**

- Scheduling - for over 200 new or revised Berkeley Books titles per year, focused on timely delivery of products by realistic target-setting, coordinating staff resources and regular progress reviews
- People Management - managed Berkeley Books Publishing Department of 10 editorial and production staff by fostering good morale and high standards through example, explanation, encouragement
- Sales and Marketing - worked with Berkeley Books sales team to review priorities, advise on progress and provide selling materials to meet customer needs, delivery targets and support pre-selling
- International Outlook - developed multinational business focus through ongoing foreign contacts, professional visits and multicultural environment, especially in Asia-Pacific region

## **CAREER HISTORY**

**2000-2003 - Berkeley Books Pte Ltd, Singapore - Senior Travel Editor, Managing Editor**

**1991-2000 - Dorling Kindersley Limited, London, WC2 - Cartographic Editor, Senior Cartographic Editor**

**1984-1991 - Reader's Digest Assoc. Limited, London. E14 - Cartographic Assistant, Assistant Cartographic Editor**

## **IT SKILLS**

SOFTWARE	Proficient	Experience	Working Knowledge
MS Word	X		
MS Excel	X		
MS Internet Explorer	X		
Quark Xpress		X	
Freehand			X
Illustrator			X
Photoshop			X
4D			X

No problems with regard to learning other IT skills.

## **QUALIFICATIONS**

**Certificate in English Language Teaching to Adults (CELTA), Multi Lingua, Guildford**

**BA Honours Degree in Cartography and Geography, Oxford Brookes University**