

CATHERINE ELLIOTT ESCOBEDO

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Detail-oriented communication specialist with excellent editorial, organizational, and interpersonal skills. Proven track record as a versatile and persuasive writer, meticulous editor, and effective project manager.

QUALIFICATIONS

- Excellent written/verbal communication skills; thorough knowledge of grammar, punctuation, and usage
- Extensive professional editing and proofreading experience (knowledge of *Chicago Manual of Style*) with Professional Certification in Editing from UC Berkeley
- Impeccable and adaptable writer; able to write clear and persuasive communications in a variety of styles appropriate to target audiences or the broader public
- Production manager for several self-published book projects; able to manage teams and individuals in person and remotely
- Organized and focused multi-tasker with meticulous attention to detail; stays cool under pressure
- Professional and equitable demeanor; works efficiently independently; excels in collaboration

EXPERIENCE

FOUNDER/LEAD EDITOR, WORDSAGE 2000 – PRESENT

Over 20+ years' experience providing professional services as a freelance editor, writer, designer, and publishing consultant, specializing in non-fiction adult trade books and magazines. Projects include books, magazines, dissertations, grants, web content, marketing material, and newsletters. Provide developmental editing, copy editing, and proofreading; writing/rewriting for various formats; graphic design for newsletters, marketing material, logos, business cards, and brochures; managing book projects for self-publishing authors, including editing, art supervision, and print production; coaching authors through the writing process; and researching. Areas of specialized knowledge include alternative health, creative non-fiction, education, grief and bereavement, spiritual memoir, mind/body/spirit, personal development, psychology, religion/spirituality/self-help, and yoga. Book list and client list follow. Wordsage.net

LIBRARY ASSOCIATE, NAPA COUNTY LIBRARY, Napa, CA 2018 – PRESENT

Edit and design marketing material, email campaigns, and print newsletter on literacy programming; design and execute effective literacy campaigns to market free services in Napa County; manage and grow email marketing lists. Design promotional print materials for library services; perform technical and clerical duties supporting literacy operations and activities; assist patrons and provide general information on library services, materials, and facility.

MARKETING & OPERATIONS MANAGER, EARLY INTERVENTION LLC, New York, NY 2014 – 2018

Remotely managed daily operations of NYC Metro Area educational agency that provided services to students with Individual Education Plans (IEP's). Responsibilities included supervising 30+ teachers and small office staff remotely; scheduling payroll and coordinating billing; designing website and print marketing materials; researching new markets; liaising with school personnel; and maintaining social media presence and multiple databases.

MARKETING COORDINATOR, DECKER-BULLOCK/SOTHEBY'S REALTY, Tiburon, CA 2001 – 2006

Wrote copy, maintained website, designed print ads and marketing material, and coordinated large local/international mailings for high-end residential real estate team. Duties also included photo editing, generating sales reports and presentations, maintaining databases, and corresponding with clients.

MARKETING MANAGER, YOGA JOURNAL, Berkeley, CA 2001 – 2002

Managed e-commerce, fulfillment, product sales and selection, and new book/video product development for yoga magazine with 350,000+ circulation. Helped design and relaunch website; set up new fulfillment center; selected and purchased products from vendors; and managed the daily operation of an e-commerce store. Wrote and developed descriptive sell-copy, marketing material, online and print advertising copy, and online subscription sales initiatives.

MARKETING MANAGER, WISEBEAR/MIAVITA, New York, NY 1999 – 2001

Responsible for 70 percent of sales revenue for healthy living and holistic lifestyle website. Included extensive writing and editing of product and promotional copy, managing a team of freelance writers, selecting exceptional books, videos, and audio programs for product list and editorial content excerpts. Liaised with publishers and video studios to anticipate market trends and create innovative product promotions.

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ASSISTANT EDITOR, RANDOM HOUSE, New York, NY 1997 – 1999

Played key support role in the launch of a holistic lifestyle book imprint for Random House, assisting with all aspects of book production and marketing, and providing constant editorial support. Duties included writing book descriptions, promotional copy, and newsletters; generating P&L reports; corresponding with authors and other departments; evaluating manuscripts and responding to submissions; fact-checking and research for works-in-progress; contributing to the company-wide web development team; and general clerical tasks.

ASSOCIATE LITERARY AGENT, WATERSIDE PRODUCTIONS, San Francisco 1996 – 1997

Recruited over 75 authors for royalty and work-for-hire computer book projects and acted as managing agent for Sybase Computer Press. Negotiated contract points with authors, artists, licensors, packagers, and publishers, and maintained relationships with publishing industry professionals. Primary duties included writing and editing numerous effective book proposals, evaluating and responding to submissions, fact-checking, and research.

EDUCATION AND TRAINING

- BA IN ENGLISH LITERATURE, UC BERKELEY
- CERTIFICATION IN PROFESSIONAL EDITING, UC BERKELEY EXTENSION
- ADVANCED MEMOIR WRITING, GOTHAM WRITERS
- MEMOIR WRITING, GOTHAM WRITERS
- CREATIVE WRITING, GOTHAM WRITERS
- MAGAZINE WRITING, MEDIA BISTRO
- PHOTOSHOP, SRJC
- COPYEDITING, EDITCETERA
- ADVANCED HTML, MEDIA ALLIANCE
- ADVANCED WEB DESIGN
- YOGA TEACHER TRAINING, SIDDHI YOGA, (IN PROGRESS)
- MA CANDIDATE IN COUNSELING PSYCHOLOGY

MEMBERSHIPS AND AFFILIATIONS

- CHAPTER COORDINATOR/MEMBER, EDITORIAL FREELANCERS ASSOCIATION, NORCAL, 2020 – 2022
- HOSPICE BEREAVEMENT VOLUNTEER, NORTHBAY HEALTHCARE, 2018 – 2020
- MEMBER, BAY AREA EDITORS' FORUM, SINCE 2010
- MEMBER, ACES, THE SOCIETY FOR EDITORS, SINCE 2018
- ROOM PARENT COORDINATOR, WILLETT ELEMENTARY PTA, 2020 – PRESENT

REPRESENTATIVE BOOK LIST

DEVELOPMENTAL EDITING

A YEAR AND A DAY: A COSMIC LOVE STORY BY RONDALYN WHITNEY, PHD

The formidable journey of a wife who loses her beloved husband—a brilliant physicist—in a traumatic car accident. Due to her unique background as an occupational therapist, Narrative Medicine practitioner, and gifted poet, she shares her intimate and insightful impressions through that first year and a day, beginning from the date of the accident, “Day Zero.”

LEADING WITH QUESTIONS BY DONNA MICHEAUX, PHD, PC, & JENNIFER PARVIN, PHD, PCC

Imagine what might happen to student achievement—both learning and performance—if school districts truly functioned as professional learning organizations. What if we put human development, for everyone, at the center of our work and used powerful questions to guide their thinking?

LIFE QUESTIONS BY TREVOR PEACH & NEIL PEACH, PHD

Exploring what lies behind the differences or harmonies between siblings was not the genesis of this book; our purpose was simply to get to know each other better. It is the human spirit and our given natures that enable us, as individuals, to charter the courses we so decide.

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LIVING AHIMSA DIET BY MAYA TIWARI (JUL 2012)

This book is laden with wholesome seasonal practices, recipes, and guidelines for the whole family to live in harmony and love, without fear, in the thick and thin of life. Following these guidelines, readers are bound to recover joy in preparing, sharing, and imbibing meals with whole-hearted ease.

WOMEN'S POWER TO HEAL BY MAYA TIWARI (JUL 2012)

Women have absolute power within themselves to heal. A living testament to the healing efficacy of her teachings, Maya Tiwari freed herself from "terminal" ovarian cancer at 23. Over 25 years later she shares the healing wisdom that literally saved her life.

DANCE IN PRESENT MOMENT TIME BY BRETT DENKIN, PHD

Dance in Present Moment Time is a novel about a spiritual adventure gone awry, conveying both the value and pitfalls of the spiritual path, exploring life in non-traditional ways, and taking risks.

LOVE! A DAILY ORACLE FOR HEALING BY MAYA TIWARI (JAN 2012)

This is an invaluable handbook for nourishing the heart. It is a poetic reminder of the healing power of love and a beautiful response to the heart looking for guidance. When in doubt of your innate ability to love, or when in need of some comfort, open these divine leaves and let them speak to you.

SUBSTANTIVE EDITING

THIS. ONLY THIS. BY MICHAEL BROOKS (MAR 2014)

Mindfulness is often advertised as a means to finding internal peace by simply embracing the concept of 'living in the present moment,' but beyond fostering this awareness, much of the essential work needed to abide in a peaceful state is often overlooked in an effort to tout the ease of adoption and high level benefits.

- Finalist: Foreword Reviews' 2014 INDIEFAB Book of the Year Award Finalist (Body, Mind & Spirit Category)
- Winner: Great Northwestern Book Festival 2015 (Spiritual Category)
- Honorable Mention: Los Angeles Book Festival 2015 (Spiritual Category)

PLUS ONE: FINDING GOD ON THE YOGA MAT BY CORI MARTINEZ (NOV 2013)

A beautiful and relatable debut memoir of a woman who—while vehemently avoiding the idea of God under all circumstances—finds herself passionately inspired by the higher power she discovers on a yoga mat.

COSMIC REAWAKENING BY ARTIMIA ARIAN (DEC 2002)

Cosmic Reawakening provides clear, practical tools for any sincere aspirant who wishes to connect to her higher self. It guides the reader through the chakra life lessons, enabling her to recognize which chakras are functioning optimally and which are blocked or unbalanced.

COPY EDITING

WAKE UP! CHANGE UP! RISE UP!: PRACTICAL TOOLS FOR PERSONAL TRANSFORMATION

BY LYNN LOK PAYNE (APR 2021)

Lynn Lok-Payne experienced the unimaginable with the unexpected loss of her husband and a house fire just weeks later. In the midst of these life-changing events, one right after another, she began looking for a better way to not only heal, but also find fulfillment once again.

RELATIONSHIPS MATTER: HOW WOMEN USE DEVELOPMENTAL NETWORKS TO STEP INTO THEIR POWER AND INFLUENCE BY DR. ROSINA L. RACIOPPI (APR 2020)

Dr. Rosina Racioppi, President and CEO of WOMEN Unlimited, Inc., explains that while excellent work is a prerequisite for success, without strategic thinking, visibility, and the ability to leverage relationships for knowledge, resources, and practical wisdom, outstanding work could be a dead end.

WOMEN ARE CREATING THE GLASS CEILING & HAVE THE POWER TO END IT BY NANCY PARSONS (OCT 2019)

Parsons's research-based book reveals the true reasons the glass ceiling exists. It is not what most people think—which is why today's solutions are not working. Equipped with new insights, we can at last make the glass ceiling a thing of the past.

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ENOUGH! BY RENEE THOMPSON, DNP, RN, CMSRN (MAY 2019)

Dr. Renee Thompson, an internationally recognized expert in eradicating bullying and incivility in healthcare, provides leaders with the essential skills they need to establish and maintain a professional workplace.

DRIVING FORCE BY PAULA FRENETTI (DEC 2018)

Driving through an intersection on her way to work, lifestyle health coach Paula Franetti was blindsided by an oncoming car with such impact that her car nearly folded in two. Through trial and error, she discovered six principles that enabled her body, mind, and spirit to heal beyond expectations and reach optimal well-being.

YOU ARE NOT RUINING YOUR KIDS BY SHEILA JORDAN (OCT 2018)

Women who choose to nurture a professional career while raising a family typically have guilt as a steady companion. When at work, they worry about neglecting their children; when at home, they worry about neglecting their work. In this account of her experience as a mom and a corporate executive, Sheila Jordan attacks the guilt head on.

EDITORIAL PROOFREADING

DEPARTING WITH DIGNITY: A HOSPICE GUIDE TO SYMPTOM MANAGEMENT FOR PATIENTS, FAMILIES AND CAREGIVERS BY WILLIAM NESBITT, MD, & JAMES MCGREGOR, MD (2ND EDITION, OCT 2019)

This book explains what hospice is, who qualifies for it, how to create a plan of care, and how even some of the most difficult symptoms can be managed in the peace and dignity of the patient's home. When illness banishes hope, hospice can bring the hope of a dignified, comfortable and peaceful departure from this life.

CRAFTING A RESUME THAT LANDS YOU THE JOB BY CATHY POSNER (MAY 2019)

Seasoned career and transition coach Cathy Posner shares all the tricks you need to create a compelling, impressive, and appealing resume. With this comprehensive, step-by-step book, you'll craft a winning resume and take the next step on your career journey with confidence and the materials you need!

BIRTH 2012 AND BEYOND BY BARBARA MARX HUBBARD (MAY 2012)

Explaining how the planet's myriad crises are actually the birth pangs of a New Earth, this inspired exploration is Barbara Marx Hubbard's prophetic call for a planetary shift. Featured contributors include Ervin Laszlo, Michael Beckwith, Jack Canfield, Jean Houston, and Neale Donald Walsch.

THE WHOLE-BRAIN PATH TO PEACE BY JAMES OLSON (ORIGIN PRESS) APR 2011

A practical field guide to whole-brain, heart-centered living, *The Whole-Brain Path to Peace* takes readers a crucial step beyond the science of brain lateralization; this book invites you into a new way of perceiving your world through whole-brain living.

FICTION EDITING

HEAVEN & EARTH BY JOSHUA SENTER

Ruth Christianson is at an unfathomable crossroads in her life. Her husband, the esteemed Pastor Sam Christianson, has just been outed for having an affair with a male prostitute, and they have been exiled from the church they built together in Charleston, South Carolina. With their three children in tow, Ruth and Sam attempt to escape the condemnation that follows the very public scandal by disappearing to the small, Missouri farm where Sam grew up. However, once there, Ruth must decide whether to maintain her bonds of holy matrimony or walk away from the only man she's ever loved. As she flashes back on the events that brought her to this moment, Ruth suddenly realizes there is a third much more radical option, but choosing it may well destroy her very soul.

THE SPREADING: EUPHORA'S FIRST DARK BY J.M. HENRY

Book 1 of 3 in the *Euphora* series, a sci-fi trilogy.

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REPRESENTATIVE CLIENT LIST

- A.R.E./*Venture Inward* Magazine
- Blue Oak School
- CDR Assessment Group
- City of Santa Rosa
- Dawn Productions
- Decker Bullock-Sotheby's
- Dorling Kindersley Publishers
- GillanGuide, Book Series
- Golden Gate School of Feng Shui
- Gravitas Press
- Idaho Rocky Mountain Ranch
- Immigrant Legal Services of the Central Coast
- InCredible Messages
- Institute of Noetic Sciences
- Integrative Healthcare
- LD Event Management
- Mother Om Media, Publisher
- Napa County Library
- New Leaf Gallery
- Origin Press, Publisher
- Permit Me, Inc
- Random House
- *Shift* Magazine
- Springer-Verlag, Publisher
- Stony Brook University
- TNG Consulting
- Toucan Books, Publisher
- *Venture Inward* Magazine
- Yoga Etc.
- *Yoga Journal* Magazine