

## Kira Lerner

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**OBJECTIVE:** To use my broadly diverse writing experience, keen editorial skills, and ability to engage readers and audiences with immersive, innovative content in a creative and collaborative environment.

### EXPERIENCE:

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1997 - Present	<b>Falling Sky Web Design &amp; Content Services</b> <i>Owner</i>	New York, NY
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- Author of the romance novel *Tropical Treasure* (2002), romantic suspense novel *Fierce Moon* (2010), YA romance *Night Wolf* (2010), and same-sex romance novels *Seduction Games* (2011) and *Treasure Trails* (2012), all published by BookByYou Inc., a publisher of novels with customizable features.
- Developmental editor for independent authors, working with each to take his or her novel from the outlining stage to the earliest drafts to the final line editing and proofreading phases; spotting plot holes, enhancing character development, and improving both pacing and clarity for the reader.
- Redesigning website, coordinating social media presence, and implementing a content management system for ChamberMusicNY, a new nonprofit advocacy group (site to launch in March 2013).
- Consultant/Senior Book Editor for BookByYou Inc. (2002 – 2012), responsible for line editing, proofreading, rewrites, book cover blurbs, and recruiting/assisting new authors with storyline and character development. Provided ongoing website editorial, copywriting, design, social networking and technical services for BookByYou's divisions ClassicBookByYou, MysteryByYou, TeenBookByYou, RomanceByYou, and KidsBookByYou. Designed and implemented custom pages for divisions' Facebook presence; organized/judged fan-submitted video contest on Facebook and YouTube.
- Redesigning, providing editorial services and site maintenance for 12Twelve Media's *American Window Cleaner* (AWCmag.com) and *Brushware* magazine sites. Also initiated web presence including copywriting, editing, and design for companies and organizations such as Ras Law Associates, Aurora Publishers Inc., Argo Real Estate Developers, *Industrial Utility Vehicle* magazine, Long Pond Publishers, Senior Hospitality, and Theatre for a New Audience (TFANA.org).
- Co-founder and administrator of EpiGuide.com, a community devoted to web entertainment (e.g. video webseries, text-based online serials, and webcomics). Responsible for all design and graphic work, programming and software customization, article editing and management, copy editing/updating, community moderation, and promotional activities, including those related to the annual WeSeWriMo (Web Series Writing Month) writing marathon. Launched Sep. 1998.
- Co-producer, writer, editor and designer of *About Schuyler Falls*, one of the longest-running online fiction serials still in production at <http://www.skyfalls.com> (Yahoo and Netscape Site of the Day in June 1998, *Access* magazine's Top 200 entertainment websites, 2000). Launched Nov. 1997.

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9/1999 - 7/2000	<b>OnlineSoapOpera Inc.</b> <i>Writer, Editor, Consultant</i>	New York, NY
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- Wrote and edited daily episode segments of *Newport: The Soap Opera*, a web serial produced by this internet startup. Responsible for episode breakdowns and brainstorming/collaborating with the headwriter and cowriters on all story arcs. As storyline consultant, assisted in developing and interweaving plots and characters; edited existing material; wrote background material and helped develop interactive features such as surveys and contests for website.

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**EXPERIENCE, *cont'd*:**


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2/1999 - 9/1999	<b>CBS Inc.</b> <i>Assistant to Director, Daytime Programs</i>	New York, NY
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- Wrote and edited episode synopses and previews of *As the World Turns* and *Guiding Light* for affiliates and official CBS website; conducted and edited interviews of soap opera talent; read and responded to viewer mail and online communities; coordinated tickets and accommodations for executives during 1999 Emmy Awards, as well as covering the awards for the CBS website; selected and summarized storylines for on-air promos.
- Wrote promotional material and designed website for CBS Daytime's initial e-commerce project (the "Humanity Bracelet" promoted in episodes of *Guiding Light*); recorded and provided summaries of ratings information; assisted with organization of *As the World Turns* audience focus groups, including disseminating the results to network, producers and writers.

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5/1994 - 1/1999	<b>Carnegie Hall</b> <i>Major Gifts Associate/Sr. Researcher, Development</i>	New York, NY
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- Developed grant proposals for major gifts (over \$10,000); wrote articles and interviews for donor newsletter; maintained cultivation efforts for \$25 million capital campaign, including coordination of attendance of heads of state and their representatives to the Isaac Stern Tribute Gala Fundraiser; corresponded with donors and prospects; reorganized and managed fundraising research program, including identifying, researching and creating biographical/financial profiles on donors, prospects and potential trustees.
- Wrote and edited Development sections of Annual Reports; wrote speeches for executives and directors, including significant portions of the speech used by President Clinton for his tribute to Isaac Stern.

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9/1990 - 5/1994	<b>New York Philharmonic</b> <i>Campaign Assistant/Research Coordinator</i>	New York, NY
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- Wrote, edited and coordinated the orchestra's quarterly 150<sup>th</sup> Anniversary Development Campaign Newsletter, including supervising production and mailing of newsletters as well as conducting interviews with top donors; wrote monthly campaign advertisement for Lincoln Center concert programs; assisted with coordination and production of campaign fundraising video; identified and researched potential donors and trustees; compiled and analyzed financial and biographical data for reports on prospective donors; created and maintained database.

**ADDITIONAL EXPERIENCE & SKILLS:**

- Proficient in MS Word, Dreamweaver MX-CS5, Photoshop CS5, FrontPage 98-2003, vBulletin 2.7-3.8.x (forum software)

**EDUCATION:**

Graduated *cum laude* in 1989 with a BA degree in Music Performance and minors in History and English from the State University of New York at Albany