

# MARKISAN NASO

WRITER. EDITOR. PUBLISHING EXPERT.

630.222.5378 – [automaticsan@gmail.com](mailto:automaticsan@gmail.com) – [www.markisan.com](http://www.markisan.com)

**Accomplished Editor:** Strong content developer and editor with the ability to multi-task in a deadline-oriented environment. Proven leader and decision-maker who works well with people. Excellent organizational skills.

**Talented Writer:** An independent and creative author able to write in a variety of styles – comic book writing, news writing, feature writing, marketing copy, creative writing, humor, instructional and speech writing. My articles, interviews, columns and ideas have appeared in national magazines and newsletters such as *Knowledge Quest*, *The Journal of Property Management*, *Safety+Health*, *Family Safety+Health*, *The Source* and *The Comics Journal*.

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## EXPERIENCE

### FREELANCE WRITER & EDITOR: **Self-Employed (Evanston, IL), 2012 – Present**

Independent contractor specializing in writing, editing and assisting companies with revitalizing and modernizing publishing processes.

### MANAGER/EDITOR: **American Association of School Librarians (Chicago), 2010-2013**

Managed the editorial and production process for *Knowledge Quest*, the association's bi-monthly journal; *School Library Research*, the association's peer-reviewed, online research journal; and *Hotlinks*, the association's monthly electronic newsletter.

- Redesigned and branded *School Library Research* and its Website – Designed new logo and volume covers, created all-new site navigation, developed new electronic manuscript submission forms and introduced all-new features.
- Maintained annual budget and forecasts for *Knowledge Quest*, *School Library Research* and *Hotlinks*.
- Developed issue themes and stories for *Knowledge Quest* through research and discussion with AASL Members and school librarians.
- Managed and assisted authors and AASL Members in the development of feature stories and columns.
- Determined production calendars and advertising deadlines, oversaw journal design and layout, and established procedures for printers, including online page approval system.
- Facilitated the participation of the *Knowledge Quest* Editorial Advisory Board through ALA Connect, an online message site. Hosted formal meetings at two conferences a year, prepared meeting minutes and distributed articles and ideas for review.
- Created *Knowledge Quest Online*, an all-new Website for the journal.
  - Developed an icon navigation system and an electronic calendar.
  - Established a podcast interview series discussing issue themes.
  - Created a new webinar series for AASL members – online professional development seminars based on *Knowledge Quest* features.
  - Developed Website exclusive content for each *Knowledge Quest* feature.
  - Established an Additional Resources section on the *Knowledge Quest* Website that hyperlinks to information relevant to the theme of each issue.
  - Established a *Knowledge Quest* Poll on upcoming issues of the journal.
  - Created electronic submission forms and downloadable Author Guidelines for story submissions.
  - Created the 30 Second Thought Leader video series, spotlighting industry leaders.
  - Added an exclusive digital magazine version of *Knowledge Quest* to ECOLLAB, AASL's professional development repository for members.
  - Created new advertising opportunities for vendors, including online advertising, webinar advertising and comprehensive advertising packages at four different levels.

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- Researched and wrote all news items for *Hotlinks*.
  - Instituted cross-promotional vehicles in *Hotlinks*, *Knowledge Quest* and *School Library Research*, including spotlights, information boxes, and an icon legend system for online information within *Knowledge Quest*.
  - Oversaw advertising representatives for *Knowledge Quest* and *Hotlinks*.
  - Worked with marketing manager to develop press releases and social media highlights for all issues of *Knowledge Quest*, *School Library Research* and *Hotlinks*, and any related events.
  - Trained successor on processes I developed for *Knowledge Quest*, *School Library Research* and *Hotlinks*.

**ASSOCIATE EDITOR: Institute of Real Estate Management (Chicago), 2006-2010**

Managed the editorial and production process for the Journal of Property Management (*JPM*), the Institute's bi-monthly magazine.

- Developed story ideas for *JPM* through research and discussion with property management experts and members.
- Managed and assisted freelance authors and IREM Members on the development of feature stories and columns.
- Researched and wrote all news and interview sections in *JPM*, as well as select feature articles.
- Oversaw content editing and copyediting process for *JPM*, including schedules and deadlines.
- Maintained *JPM* annual budget and forecasts.
- Determined production calendars and advertising deadlines, oversaw magazine design and layout, and established procedures for printers, including online page approval system.
- Facilitated the participation of the *JPM* Editorial Advisory Board by hosting conference calls on *JPM* content and ideas, prepared meeting minutes and distributed articles for review.
- Archived and uploaded *JPM* files and exclusive content to the IREM Web site.
- Spearheaded 2010 EXCEL award-winning redesign for *JPM*.
- Developed new production structure and electronic file system for *JPM*.
- Worked closely with the IREM Marketing Department on promotional material design and distribution.
- Brainstormed new ideas, products and materials for IREM based on trends in real estate management, as part of the think tank group, Trendkeepers.
- Served on the Web Team, a monthly work group that assessed sections of the IREM Web site and authorizes changes to content and layout to improve navigation and design.
- Represented the Institute at industry meetings and conferences.
- Managed editorial and production process on two IREM books – Worked closely with authors on development of text, created editorial and marketing schedules, organized peer reviews of manuscript, edited text and oversaw design.
- Established better working relations with International, Legislative, Education and Membership Departments to re-purpose information and materials.

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## **PROJECTS**

### **PROJECT: VORACIOUS Comic Book Series, 2016-Present**

Writer and co-creator of VORACIOUS, a comic book series published by Action Lab Entertainment.

### **PROJECT: COLLOQUIUM Podcast, 2013-Present**

Created in-depth interview podcast series with comic book creators for the Sequart Organization. Each episode spotlights a single comic book series or graphic novel.

### **PROJECT: Book Editor for the Sequart Organization, 2013-Present**

Content and copyeditor for Sequart's books, which are dedicated to the study of pop culture and the promotion of comic books as a legitimate art form.

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## **SKILLS**

**SOFTWARE:** Proficient in Windows and Mac operating systems, HTML, and online portals and search engines. Microsoft Office, Excel, Word, Adobe Acrobat, Photoshop, Quark xPress, Drupal, Outlook, PowerPoint, SketchUp.

**APPLICATIONS:** Android, Windows, iOS and Google systems. Twitter, LinkedIn, Facebook, Instagram, Tumblr, Wordpress, DropBox, Buffer, Skype, Evernote, MailChimp. An experienced blogger with high-level social media skills.

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## **EDUCATION**

### **BACHELOR OF ARTS: English/Writing Arts**

State University of New York at Oswego (Oswego, NY), 1997