

ADRIAN JP McLAUGHLIN

adrianjpmclaughlin@gmail.com

+44 7894 496883

www.microguides.net

PROFESSIONAL PROFILE

Freelance Managing Editor with over 20 years' experience in all aspects of print and online publishing. I am an articulate and motivated professional. I work quickly, meticulously and honestly, and I thrive in a deadline-driven environment, with proven organisational skills. I have a principled work ethic based on an innate sense of value, and I aim to lead by that example. I have proven myself to be flexible, proactive and equally versatile in autonomous environments and in collaborative team relationships.

I have supervised the development of publishing and editorial management systems, and provided ongoing support. I have improved collaborative production setups with a strong, friendly interpersonal approach, deployed backup and disaster recovery strategies, and encouraged stakeholder involvement in the flow of information. I have a strong sense of initiative and know how to bring external suppliers in on time and on budget.

CORE CAPABILITIES

- copy-editing • sub-editing • graphic design and layout • image processing • typesetting
- proofreading • indexing • production planning • scheduling • supplier management
- expert proficiency in desktop authoring using Adobe CS (InDesign/Photoshop/Illustrator), Microsoft Office/Google Docs, with competencies in Logic Pro and Final Cut Pro for enhanced media production

Project management: Proven ability to research, plan, evaluate, implement and deliver projects on time and on budget. I have a thorough and organised approach, with sound ability to prioritise and display flexibility, shifting priorities when work changes. I design, edit and coordinate production of publications and graphic pieces that are functional, informative and visually compelling.

Collaborative team member: Ability to work as a positive and proactive team member to achieve positive outcomes. I foster an inclusive and supportive approach to others and adapt easily to differing working styles.

Client relationship management: Ability to manage relationships through engagement and communication tailored to stakeholders, with strengths in managing expectations and concerns credibly and thoughtfully.

Valued based approach: Ethical and honest decision-making with focused objectives. I am highly motivated and organised. I enjoy displaying initiative and lead by example, committed to achieving shared goals.

The value of clear language: With a degree in English language and linguistics, plus my experience as a qualified EFL teacher, I have good critical thinking skills and a strong attention to detail.

20 years' experience in print and online design and editorial management: Expertise in proofreading, reviewing for accuracy, flow, clarity, correcting typographical errors and factual mistakes, grammar, punctuation, appearance, editing content, and ensuring consistency with standard style manuals and clients' branding, style, and messaging guidelines. I collaborate with other project staff to create draft materials, concepts and ideas that conform to client needs and timelines, establish standards, create custom style guides for projects, proofread web pages and test links. I optimise graphics and content for use in a variety of formats, modify designs quickly to accommodate edits, supply headlines, pull-quotes, case studies and photo captions, and edit copy to fit existing layout templates.

Freelance Editor and Designer, 1996–present

Work profile: <http://www.microguides.net>

Fiction / non-fiction books

- Head of Zeus, London: book typesetting, image work and layout, indexing
- Third Millennium / Profile Books, London: proofreading
- Bradt Travel Guides, Gerrards Cross: book typesetting and colour layout image work
- Everyman's Library, London: design and typesetting of books and advertising for a range of travel guides, including supporting web-pages, Millennium Library advertising and multilingual co-edition work
- Scala Publishers, London: book layout and production
- Cadogan Guides, London: editing, book layout and production on travel guides and marketing, IT support

Business / STM books, magazines and web

- Biteback Publishing, London: typesetting, image processing, design
- Centaur Media PLC, London: design, subbing and newsletter
- Whurr Publishers, London: book typesetting, editing, production management and design, IT support
- Redwood, London: design, subbing and newsletter production for several BT contract titles
- Gee Publishing, London: design for several titles, including figure artwork for *FactFinder* CD series
- Reed Business Information, London: sub-editing and design on chemical titles, healthcare titles and fashion trade titles
- Macmillan Magazines, London: sub-editing and design, *Nursing Times*
- EMAP Fashion, London: sub-editing and design, *Draper's Record*
- Chamberlain Dunn Associates, London: design, editorial and newsletter and advertising production, IT support

Marketing / PR / Communications

- Centaur Media PLC, London: advertising production and marketing, branding and logo graphics origination for print and digital online use (*mad.co.uk*)
- Netimperative.com, London: design of conference and marketing pieces
- Lisa Spiro PR, London: design and web consultancy for ABN-AMRO, Palamon Capital Partners and StreetsOnline (former entertainment retailer)

Book Production Editor, Royal College of Nursing, London, 1991–1995

My first job after graduation gave me full training in the co-ordination, editorial and production of academic and clinical texts from author manuscript submission to print and distribution. I managed the production schedule of 30 books and leaflets annually within a complex Trade Union political framework. Great care and diligence was required to ensure all stakeholders were co-operative in the successful output of accurate and punctual care guidelines for the UK healthcare industries. I became a qualified proofreader and copy-editor and supervised the introduction of their very first desktop publishing system, using QuarkXPress and Photoshop. I transferred these skills to a successful freelance career in January 1996.

ACHIEVEMENT CASE STUDY

Whurr Publishers Ltd: an academic medical publisher in Islington, North London

This was an established book and specialist journals publishing house which, although it had outgrown its initial setup phase, had yet to adapt to or even consider the rate of change in information management systems. Production methods encouraged bottlenecks, risked miscommunication and wasted resources. Products could languish for months before making it to market, so radical change was needed, and it was clear that I had to plan this with the interests of the whole team in mind: management, design, editorial and marketing. I worked quickly to foster a collaborative approach to a new production management system that

included a file server (with remote backup) which could be accessed both on site and externally. This allowed all stakeholders to view progress on products as they passed through various stages, and established efficient deadlines (sometimes overnight) that revolutionised company workflow and facilitated more optimised sales and marketing approaches. The process proved a thorough success on a minimal budget, and I continued a long and consistent creative relationship with the company up until its sale to a major publisher for over £2m.

EDUCATION

MA (Hons) 2:1 English Language and Literature, University of St Andrews, 1991

Cambridge Certificate of English Language Teaching to Adults, International House, Barcelona, 2013

Spanish: CELF Level B1, some skills in French and German

REFERENCES AVAILABLE ON REQUEST