

Susan Kowal Lynch

110 Calyer St. #1L Brooklyn, NY 11222 (646) 325-7423 susan@derbyprint.net

WORK EXPERIENCE

LOUISE BLOUIN MEDIA

March 2008 – Current

Print Consultant

- Handling all collateral and insert bidding, press okays, ad trafficking, and correspondence with printers for *Art and Auction*, *Modern Painters*, *Culture + Travel* and *Gallery Guide* magazines. Filled in for Director of Creative Services and Production as needed.

VISIONAIRE / V MAGAZINE / V MAN

September 2005 – September 2008

Production Director

- Ran production department for a high-end fashion publisher, consisting of one multi-format publication publishing three times yearly and two magazines publishing eight times yearly, and plus all collateral material including invites, gallery prints, posters, marketing materials and inserts. Publications were awarded two Gold level "Gold Ink Awards" by *Publishing Executive* magazine in 2007.
- Allocated a \$3 million dollar yearly budget via intensive sourcing. Placed manufacturing jobs with vendors worldwide, including plants in Europe, Asia, Canada and the US. Traveled to factories to oversee all aspects of printing and assembly.
- Brainstormed with design team to develop creative solutions and formats for each issue of *Visionaire*. (See www.visionaireworld.com)
- Handled all shipping needs for company. Monitored sea vessel and air shipments from plants to distribution houses.
- Set all production schedules, balancing closing dates with the separate needs of advertisers, publisher, distribution, editorial and printers.
- Managed day-to-day page closes and proofing with assistance of junior staff members. Trafficked all advertising materials.
- Continued as the freelance Production Director for *Visionaire* only beginning in January 2008.

IN NEW YORK MAGAZINE

January 2005 – September 2005

Production Director

- Managed a three-person production department for a monthly, including creating and implementing closing schedules.
- Mapped out book, working with publisher and sales staff to determine final makeup and position of edit and advertising.
- Shipped all final PDF files to separator. Gave final approval to pages and color in a review and revision workflow prior to sending to printer.
- Performed press checks when necessary.
- Determined prepress specifications, and coordinated artwork as liaison for approximately 155 advertisers each month.
- Handled all bidding, budgeting and management of special collateral including fold-out maps, inserts, cover tip-ons, and brochures.

THIS OLD HOUSE MAGAZINE (Time, Inc.)

November 2000 – December 2004

Editorial Production Manager

- Trafficked daily proofs, serving as point person for Editorial Production Associate, Operations Manager and Production Director. Facilitated on-time page production of ten issues per year plus custom publications using Quark, Copydesk, QPS, and Creative Suite.
- Ensured consistency of pages. Fit copy and resized images as needed to accommodate Art Director's layouts.
- Created and updated layout templates and style sheets for magazine. Designed two layouts per month.

STEWART, TABORI AND CHANG/SMITHMARK

September 1998 – May 1999

Title Manager

- Handled full production duties on 15-20 4-color book titles per season including budgeting, final pricing, scheduling, color correction, materials sourcing, and coordination between all departments.
- Specialized in producing "Book-Plus" packages and displays with overseas and domestic vendors.

OTHER RELATED EXPERIENCE

Vanity Fair; *Teen People*; *Allure*; *Mademoiselle*; *Teen Vogue*; Toppan Printing; Palace Press International; Michael Friedman Publishing; Te Neues Publishing; Helicopter Design Studio; Performa Gallery; Culture Production, Inc.; Chanticleer Press; Newbridge Educational

COMPUTER SKILLS

InDesign; Photoshop; Acrobat; Quark Xpress; QPS; PitStop; FlightCheck; MS Office; Dreamweaver

EDUCATION

BA English Literature, University of Cincinnati, December 1990
Writing Certificate in Journalism, Certificate in Women's Studies

Member of P3 (Partnership in Print Production)

Copy Editing and Proofreading class at NYU School of Continuing Education, Spring 1999.

"Bootcamp for Journalists" class at MediaBistro.com, Winter 2004.