

LISA ROJANY, MA

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SNAPSHOT

Enthusiastic, multitasking publishing executive and consultant with 25+ years' experience in all aspects of content development and production of adult and children's books including: licensing and brand management, editorial development and publishing, packaging, writing and editing, budgets and P&Ls, contracts, staff administration, substantive developmental editing, online writing, website content, app and eBook creation, content management software. Publishing manager of assets up to \$27 million annually.

PROFESSIONAL EXPERIENCE

EDITORIAL SERVICES OF LOS ANGELES www.editorialservicesofla.com

2001–present

Editor | Writer | Creative Product Consultant

- Published 37 books, mostly children's and YA, and a few adult books.
- Wrote *Writing Children's Books for Dummies* (3rd Ed. 2022) among dozens of award-winning and bestselling children's, YA, and adult books.
- Edited hundreds of books and articles, both children's and adult.
- Consulted for major New York publishers, independent presses, and toymakers.
- Managed book creation from concept through manufacturing for dozens of clients.
- Developed storytelling apps.

NEW YORK JOURNAL OF BOOKS www.NYJournalofBooks.com

2010–2025

Publisher | Editor in Chief

- Founding equity partner of premier book review site. 20,700 reviews posted.
- Edited and posted daily book reviews using Drupal Open Source CMS.
- Vetted professional authors and experts to become reviewers.
- Handled all back-office website work.

EAST/WEST LITERARY AGENCY

2008–2010

Editorial Consultant

- Consulted on authors and illustrators to consider for representation.

AMERICHIP BOOKS, A DIVISION OF CLEGG INDUSTRIES/AMERICHIP

2002–2006

Vice President | Publisher

- Founding publisher of children's publishing company specializing in high-tech, interactive books using light, sound, paper engineering, and linear animation.
- Assumed all duties of start-up: conceiving, writing, editing, sourcing/printing, production, P&Ls and budgets, selling, marketing.
- Conceived over 100 novelty books.
- Built company into \$2,000,000 asset.

MY POTENTIAL, INC.

2000–2001

Editorial Director

- Helped develop website for Deepak Chopra and Mallika Chopra's online wellness company.
- Managed and oversaw all Producers, Associate Producers, Writers, Editors, and Auxiliary Staff.
- Developed style guide.
- Oversaw all writing and copyediting.
- Helped develop original content for website, TV, online workshops, and publishing programs.

GOLDEN BOOKS, RANDOM HOUSE

1998–2000

West Coast Publishing Director | Brand Manager

- Set up L.A. office.
- Handled all aspects of brand management and licensed publishing with Mattel.
- Oversaw creation of all content and production of all Barbie novelty and some Golden novelty titles from concept, writing, art/design, and sourcing to bound book.

- Profits grew from \$10 million to \$17 million.

GATEWAY LEARNING CORPORATION, HOOKED ON PHONICS

1997–1998

Editorial Director

- Handled development of 30 storybooks and new workbooks to updated Hooked on Phonics learning-to-read program.
- Set up new business structure, created and negotiated contracts, scheduled production, developed editorial and art, handled initial sourcing/manufacturing.
- Reported \$27 million first year out.

PRICE STERN SLOAN, PENGUIN RANDOM HOUSE

1993–1997

Editorial Director

- Led creative development, editorial content, and acquisition of 70–80 titles annually.
- Supervised editorial and design staff.
- Worked with packagers and licensors to develop new novelty titles.
- Created P&Ls, budgets, contracts, marketing, sales materials, and wrote new series.
- PSS profits increased over 30% each year I was there, from \$11 million to nearly \$17 million.

PEN CENTER USA WEST

1994–1995

Editor-in-Chief

- Implemented content/editing of quarterly 24-page newsletter *Center, The Publication of PEN Center USA West*.
- Wrote various articles.
- Judged PEN Center's Juvenile Literature Awards.

INTERVISUAL BOOKS, INC.

1991–1993

Senior Editor

- Headed editorial department for development of 65 new titles per year for this packager of children's novelty and pop-up books.
- Oversaw editorial aspects from concept to bound book for dozens of domestic and overseas publishers.
- Developed dozens of new product lines/series.
- Wrote and copyedited over 100 children's books.
- Supervised designers/art production staff.
- Negotiated and executed contracts.
- Implemented internship program.

CORPORATE CLIENTS

SIMON & SCHUSTER | PENGUIN RANDOM HOUSE | MATTEL | STUDIO FUN & SILVER DOLPHIN | WARNER BROS | WHOLE CHILD | INSIGHT EDITIONS | TANGLEWOOD BOOKS | HOTPOINT MEDIA | DISNEY ELL | SPIN MASTER TOYS | INTERVISUAL BOOKS | PIGGY TOES PRESS | DALMATIAN PRESS | MERRY LANE PRESS | DISNEY INTERACTIVE | AHA! ENTERTAINMENT | WAYNE STATE UNIVERSITY PRESS | BROWN DAILY HERALD NEWSPAPER SERVICES | LIGATURE | CHRISTIAN SCIENCE MONITOR | TV GUIDE, TRIANGLE PUBLICATIONS | REGENTS OF THE UNIVERSITY OF CALIFORNIA, LOS ANGELES | GLENCOE DIVISION, MACMILLAN / MCGRAW-HILL CO. | SILVER BURDETT & GINN | MIT UNIVERSITY PRESS | FIDELITY, INC. | HEINLE & HEINLE PUBLISHERS, INC. | SANTA MONICA PRESS

TECHNICAL SKILLS

Familiarity with Drupal Content Management System (Open Source); WordPress; text functions of Adobe INDD—Macintosh; MS Office; typesetting, editing, and proofreading at all stages of production including art and type specs.

EDUCATION

BROWN UNIVERSITY: Master's Degree in English and American Literature.

LA SORBONNE and ALLIANCE FRANÇAISE, PARIS, FRANCE: Translation Certificate and Diplôme des Hautes Études en Français.

U.C.L.A.: Bachelor's in Communication Studies with College Honors. Graduated top 6%. Magna cum laude. Phi Beta Kappa.