

Daniel J. Richcreek

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EDITORIAL EXPERIENCE

2006 **4development, Seattle, Washington**

-Present **Owner/Content Developer**

- Develop and edit graduate-, undergraduate-, and high school-level textbooks in a multitude of disciplines; professional development books in education; and manuals in computer programming and various manufacturing processes.
- Assess interactive digital learning environments:
 - Map existing text, image, and feature content; advise authors on the addition/deletion/replacement of images and videos; recommend new digital interactives based on content; determine placement of interactives, assessments, images, features, and screen breaks.
 - Collaborate with authors to organize existing content to meet requirements, integrate revision plans into the new structure, and accommodate new content.
- Oversee authors in the writing and editing process to maintain publication schedule and budget and to ensure smooth transition to the production team.
- Monitor appropriateness of material for reading level, content accuracy and currency, pedagogy, organizational structure, format, layout, and design.
- Provide model chapters and full-manuscript line edits to assist authors in the writing process, and guide authors through the implementation of these changes.
- Convert and synthesize textbook content for use in digital media and other teacher- and student-oriented supplemental materials.
- Instruct and guide subject matter experts in the creation of supplemental materials.
- Create feature maps of interactives and other pedagogy to track content used across multiple titles or across multiple editions.
- Develop marketing materials aligning a text's features, photos, interactives, or other content with its table of contents.
- Coordinate and manage the reviewing process, develop review questions, analyze reviews, and provide timely and constructive feedback to authors.
- Write competitive analyses and develop content maps to ensure improved marketability of new and revised textbooks and supplemental materials.
- Evaluate/prepare manuscripts and supplements for submission to production.
- Create and edit audio files of historical documents and textbook content for use in audiobooks and interactives.
- Convert text PDFs to audio files using custom software.
- Write marketing copy for websites, book covers, and other marketing materials.
- Write alternate text descriptions for images and videos in various disciplines.
- Write abstracts of educational administration articles for audio journals.

2005- **Prentice Hall/Pearson Education, Columbus, Ohio**

2007 **Assistant Development Editor**

- Developed, modeled, and edited undergraduate- and graduate-level textbooks in educational technology, teacher education, and educational administration.
- Developed and monitored project schedules in all phases of development.
- Collaborated with editors, authors, production editors, designers, and marketing managers to prepare revisions and new manuscripts for production.
- Developed and oversaw the development of custom media, supplement packages, and content in both traditional and digital formats.
- Conducted art research, compiled art manuscripts, and requested permissions.

STUDENT ASSESSMENT EXPERIENCE

2008- **American Institutes for Research, Washington, DC**

2009 **Outside Item Writer**

- Wrote literary and informational passages aligned with state-specified reading- and grade-level vocabulary, fluency, and comprehension standards for third through sixth grades for the Delaware Student Testing Program.
- Wrote multiple-choice and constructed-response items with rubrics in geology, biology, astronomy, and environmental science for the fifth- and eighth-grade Ohio Achievement Tests and the Ohio Graduation Test.

2007- **American Institutes for Research, ASSC, Columbus, Ohio**

2008 **Science Content Manager**

- Managed, trained, and supervised a team of 35+ professionals including item coordinators, team leaders, and item scorers.
- Coached and coordinated training, scoring, and statistical analysis of state-wide achievement exam items while maintaining contractual standards.
- Partnered with curriculum content experts and representatives from various public school systems to determine scoring values for school achievement tests.
- Interviewed candidates for leadership and scoring positions throughout the scoring center for current and future projects.

EDUCATION

The Ohio State University, Columbus, Ohio

Bachelor of Arts in English (Writing Emphasis), Magna Cum Laude

The Ohio State University, Columbus, Ohio

Bachelor of Arts in Anthropology (Physical Track), Magna Cum Laude

Stautzenberger College, Toledo, Ohio

Associate of Applied Science in Computer Aided Drafting and Design, Cum Laude