

# Alyson Chu

Edinburgh

Tel

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## Education & Additional Coursework

University of the Arts London; London – MA Publishing, 2014

Passed with Merit; Dissertation- “Ebook Subscription Services: Improving the Reading Experience”

Colgate University; Hamilton, NY – BA Art & Art History with Linguistics minor, 2013

Graduated magna cum laude (2:1); Dean’s Award for Academic Excellence, all eligible semesters; Lila & Curtiss ’25 Frank Scholarship, two time recipient; One term at University College London

General Assembly; Data Analysis Circuit, 2016

## Work Experience

Foreign Rights Associate / Assistant to Associate Publisher, Beacon Press; Boston, MA – Feb 2015 to Sep 2016

- Doubled the number of foreign rights deals made over the previous fiscal year
- Liaised with foreign literary agents, established relationships with agents for representation in 6 new languages;
- Negotiated permissions agreements in-house and through Copyright Clearance Center
- Eliminated redundancies in permissions invoicing for improved record keeping and payment tracking
- Assisted Associate Publisher with sales and marketing tasks including weekly sales tracking, frontlist metadata maintenance, creating sales conference PowerPoints, major book award submissions, and sales research

Central Marketing Intern, BMJ Group; London – Jun 2014

- Composed copy for sales adverts and library press releases
- Performed competitor research and research for building usage in emerging healthcare markets

Publicity Intern, Octopus Publishing Group; London – Apr 2014

- Fulfilled review copy, copy and image requests from the media, sought publicity for assigned titles
- Wrote press material, designed electronic sales kits and promotional material

Office Assistant, Colgate University; Hamilton, NY– Sep 2010 to May 2013

- Performed regular office work including photocopying, scanning, data entry, and digitising art lecture archive;
- Managed the Art & Art History Department’s Facebook page and increased audience by more than 50%

Student Web Designer, Colgate University; Hamilton, NY– Dec 2009 to Apr 2012

- Designed and developed website for Itelmen A/V Documentation project using HTML, CSS and JavaScript;
- Collaborated with team to create mockups for the American University of Afghanistan’s website redesign;

## Skills & Interests

Final Cut, HTML/CSS, iMovie, Illustrator, InDesign, Microsoft Office (including Access), Photoshop, Research, Social media, QuarkXpress, Wordpress

Art, Coding, Crocheting, Design, Travel