

# ROBIN DONOVAN

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## In a Nutshell

- Seasoned food writer, author, editor, and marketer with 20 years of experience.
- Articles published in *Cooking Light*, *Fitness*, *San Jose Mercury News*, and other publications.
- Author or coauthor of four published books, including a *New York Times* bestseller.
- Skilled and experienced at both editorial and marketing writing and editing.
- Hard working, detail oriented, deadline driven, and creative to boot.

## What I've Been Doing All These Years

- Freelance Writer and Editor** 2006–Present
- Coauthored *The Lazy Gourmet: Magnificent Meals Made Easy* (Viva Editions, due out May 2011).
  - Coauthored the *New York Times* bestseller *Dr. Gott's No Flour, No Sugar Diet* (Quill Driver Books 2006, Warner Wellness 2007).
  - Authored *Campfire Cuisine: Gourmet Recipes for the Great Outdoors* (Quirk Books, May 2006).
  - Wrote and edited the "Restaurants" section of *Moon Metro San Francisco* (Avalon Travel, 2008).
  - Write feature articles on nutrition, food, cooking, health, fitness, travel, home improvement, personal finance and more for popular publications including *Fitness*, *Cooking Light*, *San Jose Mercury News*, *Seattle Post-Intelligencer*, *Las Vegas Sun*, *Vine*, SFGate.com, education.com and many others.
  - Food blogger for [www.twolazygourmets.com](http://www.twolazygourmets.com), writing frequent blog posts on cooking, recipes, new cookbooks, and culinary industry trends.
  - Blogger for Barnes & Noble's Food for Thought blog, writing frequent posts on new cookbooks.
  - Interview experts and conduct field, Internet, and library research.
  - Edit books on cooking, food, nutrition, fitness, travel, and other lifestyle topics.
  - Write marketing copy—catalogs, web content, advertisements, product packaging, presentations, speeches, product descriptions, press releases, newsletters, and more—for a wide range of clients.
  - Current and recent clients include Mezzetta, Amazon.com, Barnesandnoble.com, *M Magazine*, *Today's Home Magazine*, Conexión, Club One, North Atlantic Books, The Jewish Community Center of San Francisco, Berrett-Koehler Publishers, and many others.
- Senior Marketing Manager:** Berrett-Koehler Publishers, San Francisco, CA 1999–2007
- Drove marketing initiatives for non-fiction book publisher, including planning and implementing successful web advertising, promotion, and publicity campaigns; managing website design, content development, and production; and managing seasonal catalogs, including developing content, managing design and production teams, and project management.
- Promotion Manager:** Berrett-Koehler Publishers, San Francisco, CA 1994–1999
- Developed and implemented successful marketing for line of non-fiction books; oversaw writing, design, and production of promotional materials (catalogs, book jackets, brochures, advertisements, and sell sheets); presented new books to sales representatives and buyers.
- Publicity Manager:** Hunter House Publishers, Alameda, CA 1992–1994
- Publicist:** China Books & Periodicals, San Francisco, CA 1991–1992
- Reporter:** *Southern Exposure Magazine*, Durham, NC 1990–1991
- Publicity Assistant:** Butterfield Associates, Emeryville, CA 1988–1990

## Where I Learned the Basics

**University of California, Santa Cruz:** BA Psychology with honors, Phi Beta Kappa. 1988

## What Else Can I Do?

Experienced with both AP and Chicago style, Microsoft Office, HTML, Dreamweaver, Moveable Type, Wordpress, Acrobat Pro, and Photoshop.

**Writing Samples and References Furnished on Request**