

Kira Lerner

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OBJECTIVE: To use my broadly diverse writing experience, keen editorial skills, and ability to engage audiences with immersive, innovative content in a creative and collaborative environment.

EXPERIENCE:

1997 - Present	Falling Sky Web Design & Content Services <i>Owner</i>	New York, NY
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- Author of the romance novel *Tropical Treasure* (2002), romantic suspense novel *Fierce Moon* (2010) and YA romance *Night Wolf* (2010), all published by BookByYou Inc., a publisher of novels with customizable features.
- Independent consultant/Senior Book Editor for BookByYou Inc.'s five novel divisions, responsible for copy- and line editing, rewrites, book cover blurbs, and recruiting/assisting new authors with storyline and character development.
- Providing ongoing website editorial, copywriting, design, social networking and technical services for BookByYou Inc. and its divisions ClassicBookByYou.com, MysteryByYou.com, TeenBookByYou.com, and related sites. Designed and implemented custom pages for divisions' Facebook presence; organized/judged fan-submitted video contest on Facebook and YouTube.
- Redesigning, providing editorial services and site maintenance for LongPondPublishing Inc.'s *American Window Cleaner* and *Industrial Utility Vehicle* magazine sites, including the latter's convention website IUVSummit.com.
- Initiated web presence including copywriting, editing, and design for companies such as AuroraPublishers.com, ArgoDevelopers.com, Brushwaremag.com, MamasHomeRemedies.com, and Theatre for a New Audience (TFANA.org).
- Co-founder and administrator of EpiGuide.com, a community devoted to web entertainment (e.g. video webseries, text-based online serials, and webcomics). Responsible for all design and graphic work, programming and software customization, article editing and management, copy editing/updating, community moderation, and promotional activities, including those related to the annual WeSeWriMo (Web Series Writing Month) writing marathon. Launched Sep. 1998.
- Co-producer, writer, editor and designer of *About Schuyler Falls*, one of the longest-running online serials still in production at <http://www.skyfalls.com> (Yahoo and Netscape Site of the Day in June 1998, *Access* magazine's Top 200 entertainment websites, 2000). Launched Nov. 1997.

09/1999-07/2000	OnlineSoapOpera Inc. <i>Writer, Editor, Consultant</i>	New York, NY
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- Wrote and edited daily episode segments of *Newport: The Soap Opera*, a web serial produced by this internet startup. Responsible for episode breakdowns and brainstorming/collaborating with the headwriter and cowriters on all story arcs.
- As storyline consultant, assisted in developing and interweaving plots and characters; edited existing material; wrote background material and helped develop interactive features such as surveys and contests for website.

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EXPERIENCE, cont'd:

02/1999-09/1999 **CBS Inc.** New York, NY
Assistant to Director, Daytime Programs

- Wrote episode synopses and previews of *As the World Turns* and *Guiding Light* for affiliates and official CBS website; conducted and edited interviews of soap opera talent; read and responded to viewer mail and online communities; coordinated tickets and accommodations for executives during 1999 Emmy Awards, as well as covering the awards for the CBS website; selected and summarized storylines for on-air promos.
- Wrote promotional material and designed website for CBS Daytime's initial e-commerce project (the "Humanity Bracelet" promoted in episodes of *Guiding Light*); recorded and provided summaries of ratings information; assisted with organization of *As the World Turns* audience focus groups, including disseminating the results to network, producers and writers.

05/1994-01/1999 **Carnegie Hall** New York, NY
Senior Researcher, Fundraising

- Developed grant proposals for major gifts; wrote articles and interviews for donor newsletter; corresponded with donors and prospects; reorganized and managed fundraising research program, including identifying, researching and creating biographical/financial profiles on donors, prospects and potential trustees; maintained cultivation efforts for \$25 million capital campaign.
- Wrote speeches for executives and directors, including draft of speech used by President Clinton for videotaped tribute to Isaac Stern; wrote and edited Development sections of Annual Reports.

09/1990-05/1994 **New York Philharmonic** New York, NY
Campaign Assistant/Research Coordinator

- Editor and writer for the orchestra's 150th Anniversary Development Campaign Newsletter, including conducting interviews with top donors; wrote monthly campaign advertisement for Lincoln Center concert programs; assisted with production of campaign fundraising video; identified and researched potential donors and trustees by compiling and analyzing financial/biographical data.

ADDITIONAL EXPERIENCE & SKILLS:

- Proficient in Word 98-2010, Dreamweaver MX-CS3, FrontPage 98-2003, vBulletin 2.7-3.8.x (forum software)
- Music Director, *They're Playing Our Song*, Levels Community Theater in Great Neck, New York (1986)
- Acting and singing

EDUCATION:

Graduated *cum laude* in 1989 with a BA degree in Music Performance from the State University of New York at Albany