



ORLI ZURAVICKY

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TESTIMONIAL

"Your calm demeanor, deliberate articulation, and enthusiastic participation are a standout in terms of leadership."

Mary Amicucci
COO, Callisto Media

"I've always been amazed at how talented and brilliant you are. I can't thank you enough for every second you've spent on our book – your insights and wisdom have taken it to such a great place."

Jess Keating
Award-winning author

EDUCATION

- Bachelor of Arts**
English and Psychology
- Barnard College**
Columbia University
New York, NY
1997-2001

PROFILE

Creative and driven children's publishing professional with 20+ years of experience in writing, editing, content creation, quality management, and editorial management. Highly motivated and organized multitasker with seasoned written and verbal communication skills. Amateur interior designer and jewelry maker.

EXPERIENCE

CALLISTO MEDIA, NEW YORK, NY

Notable Achievements:

- Developed the content and production of bestselling title, **My First Learn-to-Write Workbook**, which hit Amazon's Top 100 Best Sellers list in 2020 at #13, 2021 at #10, and 2022 at #17.
- Chosen by COO as one of six to join a new Content Quality Management department as the Executive Editor of Callisto's Kids & Teens portfolio.
- Directed the creation, content, and production of Callisto's first book series, including bestsellers such as **The Story of Ruth Bader Ginsburg** and **The Story of Simone Biles**. The series now has 43 titles.

August 2022 – October 2022

Executive Editor, Editorial Production, Kids & Teens Portfolio

- Collaborated with Product Strategy, Design, and Production Editorial to define, develop, and successfully publish approximately 50-75 titles per year.
- Managed a team of 4-8 editors, each responsible for the development and production of 10-15 nonfiction titles in multiple different formats for ages 0-18.
- Oversaw the day-to-day development, quality, and production of the Kids & Teens titles on my team's list. Ensured projects stayed on time and within budget.
- Served as the Executive Editor overseeing the fast-paced Custom Book Production arm of the business, collaborating with the Strategy, Design, and Sales teams to produce custom products for clients like Five Below and Barnes and Noble.

August 2021 – August 2022

Executive Editor, Content Quality Management, Kids & Teens Portfolio

- Worked to define and establish overall quality standards for Callisto's products – including standards for target audience, UX, author biases, and more -- by researching and analyzing product and consumer data and needs.
- Reviewed book covers, interiors, and proofs to ensure quality, raising red flags for products that did not uphold standards and customer requirements.
- Worked with Revenue teams on product performance at e-tail to improve the book product and webpage presentation to the consumer.
- Collaborated with the Strategy team to launch Callisto's first list of flash cards, establishing viability through market research and data, then strategically developing content, structure, and best UX.

July 2020 – August 2021

Senior Category Manager, Product Strategy, Kids & Teens Portfolio

- Researched, developed, and refined 30+ children's nonfiction book outlines per year, including picture books, narratives, workbooks, guides, and activity books.
- Streamlined preproduction outlining stage by creating series outline templates, outline best practices, and an outline categorization system.
- Used data analytics coupled with a methodical analysis of Amazon customer reviews and title lineups to ensure successful book product development.



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OTHER SKILLS & EXPERIENCE

- ✓ Author of the original Happily Ever Afterlife book series
- ✓ 10+ years working with licensed- and brand-based books, including Disney, Cartoon Network, Nickelodeon, Mattel, and more.
- ✓ Expert guest on industry podcasts and at SCBWI events.

SOFTWARE

- ✓ Microsoft Office
- ✓ Google Suite
- ✓ Smartsheets
- ✓ Bookscan
- ✓ Zoom
- ✓ Macintosh OS
- ✓ Keynote
- ✓ Adobe
- ✓ Smartsheets
- ✓ Confluence
- ✓ Basecamp

EXPERIENCE CONTINUED

CALLISTO MEDIA, NEW YORK, NY

January 2019 – July 2020

Senior Editor, Editorial Production, Kids & Teens Portfolio

- Developed, outlined, and edited 15-20 children's nonfiction titles per year for ages 0-18, managing production from conception to publication.
- Mentored editors new to children's books on content for different ages and stages, children's author outreach, and age-appropriate design.
- Used data analytics to understand the competitive landscape, determine a successful market opportunity, and develop a strong book strategy.
- Analyzed competition and market feedback to understand consumers' needs and overtake competitors' market share in a given space.
- Worked closely with authors, illustrators, freelance contributors, and other departments to execute the best possible product.
- Collaborated with Design, Marketing, and Sales, to create an appealing package that met clear positioning guidelines in the marketplace.

SCHOLASTIC, NEW YORK, NY

July 2011-December 2018

Senior Editor, Trade Publishing Division

Notable Accomplishments:

- Worked with *New York Times* bestselling talents such as Scott Magoon, Ame Dyckman, Sean Rubin, and Pete Oswald; Coretta Scott King Honor winner Laura Freeman, and 2017 Cybils Finalist Jess Keating.
- *Titanosaur* by Diego Pol and Jose Luis Carballido, illustrated by Florencia Gigena, received 2 starred reviews, was a Library Guild Selection, a 2019 ALA Notable Discussion Book, and a 2019 ALA 21st International Latin Book Award Finalist.
- *The Astronaut Who Painted the Moon* by Dean Robbins, illustrated by Sean Rubin received 3 starred reviews, was a Library Guild Selection, and was named one of the Best Children's Books of the Year by Smithsonian Air & Space Magazine.

- Acquired, edited, and oversaw 15-20 fiction and nonfiction titles for ages 0-12 per calendar year, managing production from acquisitions to publication.
- Developed and nurtured relationships with contributors, agents, packagers.
- Ran P&Ls, participated in auctions, made deal offers, and negotiated contractual details.
- Managed and mentored Associate Editor and oversaw her books' day-to-day development.
- Crafted decks, presentations, and copy for acquisitions, series launches, fact sheets, metadata, catalog, covers, online, and marketing.
- Presented at sales conferences, acquisitions meetings, and industry organizations such as SCBWI.