

# GENEVIEVE CANCEKO CHAN

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## PROFESSIONAL EXPERIENCE

**Center for Digital Strategies, Tuck School of Business, Dartmouth College.** 2004 – 2008. Hanover, NH  
**Research & Marketing Manager.** Developed and managed the content for all of the research center's marketing and communications efforts, including brochures, newsletters, press releases, and web sites.

- Researched and wrote overview articles for center events, field studies, and other center initiatives.
- Designed, updated, and indexed content pages for the center's multiple web sites.
- Coordinated interviews between executives and MBA students for the center's podcast series.
- Organized and recruited executive speakers for academic conferences, and marketed these events.

**Section of Business Law, American Bar Association.** 2001 – 2004. Chicago, IL  
**Production Editor.** Copyedited, developed, and produced hardcover and paperback titles, CD-ROMs, and online publications in the area of business law.

- Engaged in extensive correspondence with members to develop legal topics into book content.
- Wrote and edited prefaces, introductions, biographies, and other bibliographic elements.
- Coordinated the design, typesetting, and printing schedules with in-house and outside vendors.
- Integrated scheduling of all individual books and journal issues into an overall yearly publishing plan.

**Beacon Press.** 1996 – 1999. Boston, MA  
**Production Associate.** Developed and managed production of hardcover and paperback titles in the areas of gender studies, religion, education, children and family issues, literature, and science and society.

- Copyedited and proofread cover copy and marketing materials.
- Established permissions fees schedules with outside vendors to maximize available budget.
- Undertook in-house composition projects and developed cost-saving standard text design templates.

## OTHER WORK EXPERIENCE

**Dartmouth Medicine and Dartmouth Engineer.** 2004 – 2008. Chicago, IL  
**Freelance Writer.** Developed and wrote feature articles for the quarterly medical school alumni magazine and the biannual engineering school alumni magazine.

**"Stories on Stage," WBEZ, 91.5 FM.** 2001 – 2003. Chicago, IL  
**Volunteer, Assistant Short Story Contest Coordinator.** Read and judged story submissions in the categories of plot, character development, voice, and originality.

**English Department, University of Michigan.** 1999 – 2001. Ann Arbor, MI  
**Writing Instructor.** Taught introductory courses on argumentative and creative writing.

## EDUCATION

**UNIVERSITY OF MICHIGAN** Ann Arbor, MI  
Master of Fine Arts in English, Creative Writing, 2001.

**RADCLIFFE PUBLISHING COURSE** Cambridge, MA  
Certificate in Book and Magazine Publishing, 1996.

**STANFORD UNIVERSITY** Stanford, CA  
Bachelor of Arts in English, with Honors, 1996.

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### **SKILLS**

Proficient in MS Office (Publisher, Excel, Access, Word, etc.), Dreamweaver, QuarkXPress, PageMaker, Sound Forge, Acrobat, and HTML and online marketing campaign tools.