

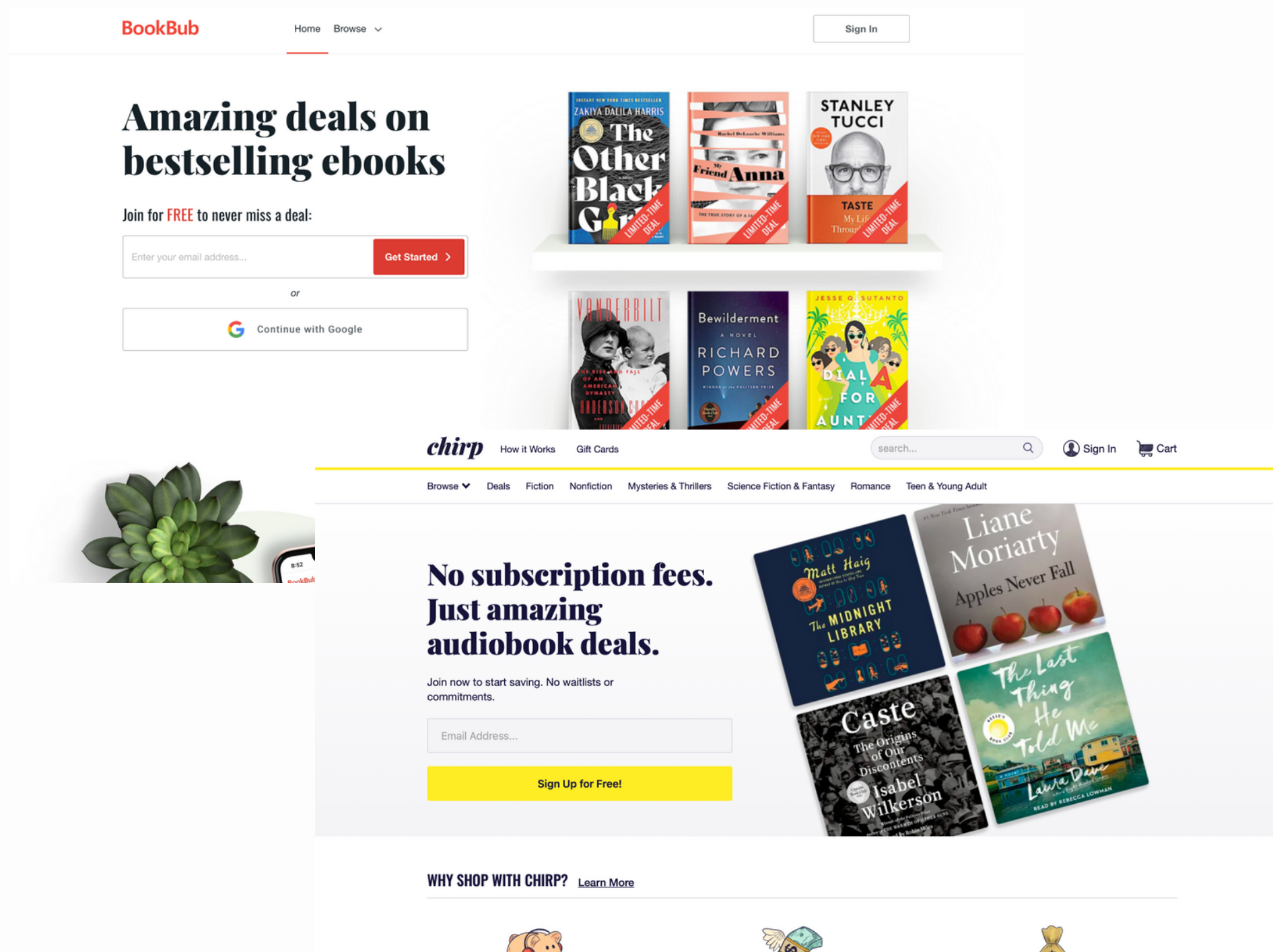
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Editorial & Production Co-op at Bookbub

July 2022–December 2022



Position and Organization



Editorial and Production for Pubmark (Bookbub and Chirp)

- accurate to what was described on NUworks
- paid \$19 per hour
- I was responsible for editing daily email, writing book blurbs, creating promotions, writing original content for the blog, and choosing books to run to the Teen/YA category

What does the company do?

Provides discounts for ebooks and audiobooks with a daily curated email to millions of users across the US, UK, and Canada.



Did anything surprise me about the co-op?




Yes!

I wasn't prepared for just how much true responsibility you are given at the company and how you are treated basically like a full-time employee. It was a lot of work, but extremely rewarding because I could see how my contribution mattered.

Why?

At my previous co-op, I wasn't given any hugely important tasks, so to be treated as a true member of the team, and close to an equal, was gratifying and unexpected.

 **New Releases for Less**
Recently released books at unbeatable prices.

BookBub

The Short List

Welcome to the Short List — enjoy this week's deals!

BookBub
Your Ebook Deals

Most challenging task?

Writing blurbs for many different audiences

At one time, I was writing blurbs across 4 different products in 4 different voices. It proved very difficult to successfully keep them organized and effective in each respective style.

Why?

Each product had a different guide and set parameters along that took a lot of juggling to keep separate, and a lot of creative know-how and elbow grease to get right.

How did I handle it?

Working with managers for each product and receiving individual feedback for each style so that I was able to hone my craft. Also lots of time and practice!





Most Meaningful Task

Being in charge of the Teen and YA category deals!

I was responsible for choosing which books we ran to the Teen and Young Adult category, as well as editing all blurbs for them, and reporting on category trends to the content team (and sometimes whole company!). Not only did I get to work with one of my favorite genres, I also got to experience being the "expert" on something at a company and had people coming to me with questions about things. It was also gratifying to be able to make decisions based on the kinds of books we ran, and used a lot of anthropological background actually to inform those decisions. I was prepared due to my prior knowledge of the category, and also trained in by a colleague.

Any weird social situations?

Socializing in person was a huge aspect of my job, and it is a fairly young company. I found sometimes it was difficult to tell what I could and couldn't talk about to my coworkers during happy hours or company retreats, especially on the nights where alcohol consumption was occurring



How did I handle them?

My team and me!



I was definitely very stiff and more closed off at the beginning. By the end I was able to get better at the professional but off the clock groove of socializing and found the time extremely valuable for forming connections with my coworkers.



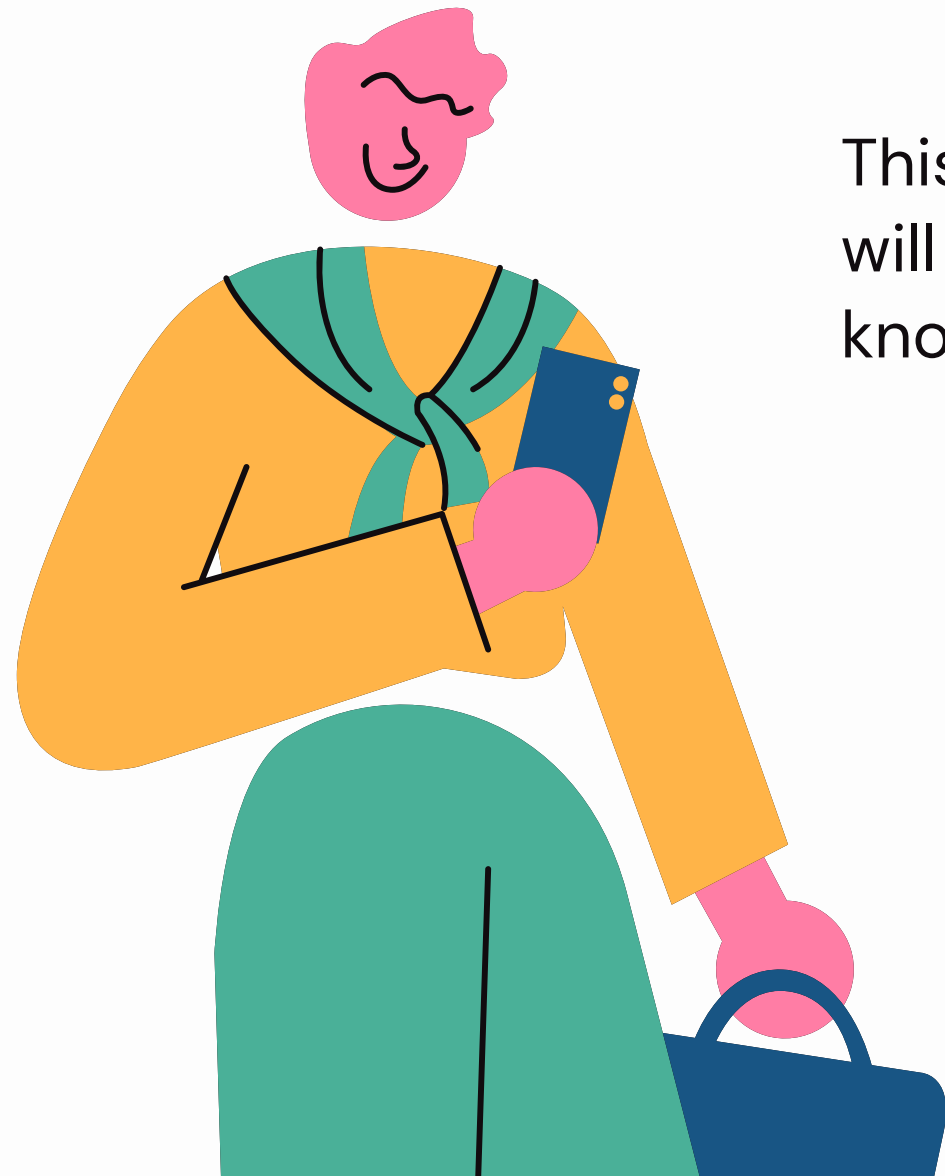
How did this experience affect me?

First of all, I LOVED this job. It showed me that I can actually enjoy my work, and that life doesn't have to happen just before 9 and after 5. It also helped me to be able to receive a lot of feedback and critique in a constructive manner. I also know more about the publishing industry now, and that definitely informs my purchasing of books.

Previous Coursework

I found that most of my coursework was extremely applicable to this position. Style and Editing gave me a foundation for copyediting knowledge which I used all the time every day, and Creative Writing and Rhetoric gave me info for tonal switches across products. When editing for sensitive language, I found that anthropology classes helped me flag things to check on or look into.

This job really whipped my copyediting into shape. I will absolutely use all of the technical writing knowledge I gained in future classes.



Personal Perspective

Society of Stories

I knew that the Anglophone world loves books, but you don't truly see the scale of that, and the prevalence of stories in people's lives until you're entrenched in it. So many people wrote to the company expressing how much the products meant to them, and how providing them at an affordable cost is impactful.

Consumerist Job?

I wondered how I would feel working for a company who is simply producing a product for entertainment, not some higher global cause, but it really didn't affect me at all. And honestly, it made me think of entertainment and forms of art as more valuable, and culturally prevalent than before. Working in this position allowed me to participate in the spread of information, entertainment, and culture.





What's Next?

Still have some schooling left

I still have 2 semesters of undergrad left so I'm going to finish those up, but I'm also considering grad school as I don't feel like I've learned enough yet.

Creative Job!

This solidified for me that I want to be working in a creative field in a meaningful position. Also something involved with books or writing for sure!

Good work environment

I've worked in a bad work environment, and now I've worked in an amazing one! This raised my standards for enjoyment in my work, and I will not be settling for day-to-day dissatisfaction anytime soon.

Thank you!

