

# MARY KATE DOMAN

Children's and Young Adult Book Author and Consultant

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## QUALIFICATIONS SUMMARY

As a freelance Children's Book Consultant and Copywriter with over fourteen years experience in youth publishing, marketing, and copywriting, for both the academic and trade markets, I am an expert in children's and young adult books. By combining my Masters in Children's Literature with my unique work experience I provide publishers and marketing firms with the tools they need to make their products stand out in today's competitive marketplace.

- Master of Arts in Children's Literature
- Over fourteen years of professional children's book publishing experience
- Authored over 30 books for kids, tweens, and teens
- Teaches Children's Literature in The Graduate school of Publishing at Rosemont College
- Specialization in Common Core State Standards (CCSS) alignment, correlations and writing standards based learning activities for books
- Understands the different strategies and challenges of old and new media
- Educational publishing skills: book leveling (GRL), correlations, writing teacher's and book guides, themeing, indexing, editing for educational content and age appropriateness, compiling book lists and recommendations, creating and executing comprehensive marketing plans for the academic market
- Trade publishing skills: writing marketing and promotional materials such as activities, event kits, website copy, back of book material, print and online ads, displays, broadsides, posters, catalogs, brochures, sell-sheets, book guides, tag lines, press releases, podcast scripts, video book trailers, and interviews, cover copy, and author bios
- Can work onsite or from home with access to high-speed Internet and a variety of technology and tools—an ideal candidate for onsite or telecommuting contractual work

## SELECTED FREELANCE CLIENTS (From January 2005—Present)

- **Kingfisher Children's Books**

Director of Marketing

I am currently in charge of all of the marketing, publicity and social media efforts in the United States for this UK-based publisher owned by Pan-Macmillan. I manage all aspects of the front and backlist titles, including the creation and execution of marketing plans and written collateral.

- **HarperCollins Children's Books**

Copywriter for print and online promotional materials, ads, displays, sales materials, catalogs, website features, brochures, and event kits for children, teens, parents, educators, and booksellers. Manage international bestselling products and programs including The Fancy Nancy series, Gaiman's *The Graveyard Book*, Lemony Snicket, My Weird School, and Amelia Bedelia.

- **Scholastic Inc.**

Write articles for the 'Parents' section of Scholastic.com. Reviewed, selected, & wrote copy for books featured in ads, catalogs, & other marketing materials. Managed the book review process of approximately 1400 books per year for various catalogs brochures, direct mail pieces, and sell sheets. Produced libraries for special markets working with top education professionals. Developed a workable taxonomy of books relevant to market segments, genres, grade levels, interest, readability, subject area, themes, topics, learning benchmarks, and standards of learning. Correlated books to national and state learning standards. Wrote copy for teaching guides. Authored 3 books in the upcoming iPhonics readers series.

- **Educational Testing Services (ETS)**

Select passages and write test questions for Passage-based Reading section of the Scholastic Aptitude Test

- **PBS Kids Sprout**

Write and develop scripts for various children's TV shows and spots including The Good Night Show, The Sunny Side Up Show, and The Chica Show

- **Saddleback Books**

Authored a 20-book series for struggling tween readers. Edit titles for academic content and age appropriate material. Write book and teaching guides and marketing collateral for middle grade and young adult titles.

- **Enslow Publishers**

Authored 6-book nonfiction beginning reader series titled All About Big Machines; Assign Guided Reading Levels to over 200 titles.

- **Marshall Cavendish**

Executed strategies and new branding ideas for Marshall Cavendish to become a recognizable name in the K-3 educational market. Assessment of product line, marketing/promo pieces, and website, review of past marketing strategies and plans, and edit, write, and provide design direction for new catalog.

- **Houghton Mifflin Harcourt**

Write book and discussion guides for trade books and series, correlate materials to CCSS, and write web features aimed at educators and parents featuring Curious George.

- **McGraw Hill**

Academic writer and guided reading leveler for new reading programs.

- **Penguin Young Readers**

Write teaching guides for popular trade books and series.

- **South Pacific Press**

Book leveling of texts for new leveled reading program.

- **Candlewick Press**

Wrote book and educator's guides for Judy Moody, Stink, and Bink and Gollie.

- **Rosemont College**

Children's Literature Professor—Graduate School of Publishing

## **EDUCATION**

**New York University, The Gallatin School of Individualized Study** M.A., Children's Literature, 2007

**Thesis:** Teens Through Time: A Critical Analysis of Female Protagonists in Young Adult Literature

**Loyola University in Maryland, Baltimore, MD:** B.A., English Literature, 2001

## PUBLISHED BOOKS

### Coming March 2015

*Tragedy at the Triangle* is a middle grade historical fiction book about two immigrant girls pursuing their American dreams against all odds. Life in the New York City tenements was filled with both struggles and promise. Cecelia and Rose live in the same tenement, but are from two different worlds. Fate and circumstance bring the unlikely pair together, but it is not simple for a Catholic girl and Jewish girl to be friends in 1911. The two keep their friendship a secret until they are both forced to work in a garment factory to support their families. When disaster strikes the Triangle Shirtwaist Factory, Cecelia and Rose face the tragedy together, forever altering both of their futures. This story of friendship, heartache, and hope blends fact with fiction to create a timeless tale that will stay with young readers long after the final page.

*Tragedy at the Triangle*, The History Press, 2015.

### iRead Phonics series

Readers that teach phonics skills as part of a foundational reading program designed to close the achievement gap before it begins and place all K-2 children on a predictable path to college and career.

*Crazy Bones*. Scholastic, 2013.

*If You Fall*. Scholastic, 2013.

*It's Physical Science!*, Scholastic, 2013.

*The Backyard Princess*, Scholastic, 2014.

*Sunny the Starfish*, Scholastic, 2014.

### All About Big Machines series

From *Big Military Machines* to *Cool Cars* to *Rescue Vehicles*, the easy-to-read text and colorful, up-close photographs will grab the interest of young readers. Supporting the Social Studies, Science, and Reading and Language Arts Standard, each book focuses on different types of machines.

*Airplanes*. Enslow Publishers, 2012.

*Big Military Machines*. Enslow Publishers, 2012.

*Big Trucks*. Enslow Publishers, 2012.

*Cool Cars*. Enslow Publishers, 2012.

*Earthmovers and Diggers*. Enslow Publishers, 2012.

*Rescue Vehicles*. Enslow Publishers, 2012.

### The Heights series

These gentle reads are brimming with spirited characters and positive values—but with a little extra excitement and bite, so hold on to your hats! Written expressly for the middle grade struggling reader, the series does not contain strong language, edgy themes, or dysfunctional families. In fact, family is the main theme of these titles. And one particular family is the focus with their uncanny knack for finding humor, hope, and colorful personalities—even in unusual circumstances. Written at the lowest reading levels, the story structure is straightforward and moves the reader through the text quickly and efficiently.

*Blizzard*. Saddleback Publishers, 2010.

*Camp*. Saddleback Publishers, 2010.

*Crash*. Saddleback Publishers, 2011.

*Dam*. Saddleback Publishers, 2012.

*Dive*. Saddleback Publishers, 2010.

*Heist*. Saddleback Publishers, 2011.

*Jump*. Saddleback Publishers, 2012.

*River*. Saddleback Publishers, 2010.

*Neptune*. Saddleback Publishers, 2011.

*Sail*. Saddleback Publishers, 2010.

*Score*. Saddleback Publishers, 2012.

*Swamp*. Saddleback Publishers, 2010.

*Tsunami*. Saddleback Publishers, 2010.

*Twister*. Saddleback Publishers, 2012.

*Wild*. Saddleback Publishers, 2012.