# Godwin Chu

Writing and Editing

San Francisco, CA • 646-361-3209
chu.godwin@gmail.com
Portfolio • Book List • LinkedIn

Accomplished creative leader with 25+ years experience in book publishing, digital marketing, education, kids' media, and e-commerce. Proven success in spearheading fast-paced, high-volume campaigns that align with organizational objectives. Demonstrated success managing brand style, overseeing quality-assurance reviews, performing meticulous editing and proofreading, streamlining production processes, and mentoring dynamic teams to achieve excellence in publication standards.

## Areas of Expertise

- Editorial Leadership
- Project Management
- Brand Voice Development
- User Experience Enhancement (UX)
- Copyediting & Proofreading
- Research & Fact-Checking
- Style Guide Creation
- Chicago & AP Style
- Content Strategy Development
- Brochures, Catalogs & Newsletters
- Cross-Functional Team Management
- SEO Best Practices

## Career Experience

### Freelance Editor | San Francisco, CA/Remote — April 1999–Present

Providing expert-level copyediting and proofreading services with extensive experience in nonfiction, children's books, education, theater, biography, and the music industry.

AI prompt engineering: evaluating, editing, and writing prompts for natural-language AI models—including fine-tuning prompts for specific model architectures and applications, analyzing the effectiveness and efficiency of AI outputs, and developing strategies to mitigate potential biases and ethical concerns in generated results.

Clients include: Applause Theatre & Cinema Books, Backbeat, Columbia University Press, Continuum (Bloomsbury), Data Annotation, Hal Leonard, Limelight, Penguin Random House, WNET/Thirteen New York

### Freelance Copywriter | San Francisco, CA/Remote — September 2000–Present

Versatile writer skilled at honing complex ideas into simple, easy-to-understand, and compelling language. Passionate about collaborating with cross-functional teams to make sure messaging is effective, well articulated, and on brand.

Specializing in marketing copy for product catalogs, brochures, emails, newsletters, website SEO, landing pages, book descriptions, and seasonal campaigns.

Penguin Books and Penguin Classics: For 12 years, wrote catalog and back-cover copy for front-list titles, highlighting each book's major selling points and reader appeal (approximately 24 books per season, three catalogs a year).

Clients include Penguin Group (USA), Harlequin, Triumph Learning, and Kaplan Test Prep and Admissions.

### Senior Copy Chief | Scholastic School Reading Events, New York City/Remote — May 2023–October 2024

Performed rigorous copyediting and proofreading across multiple print and digital platforms (including brochures and product catalogs, user guides, emails, social media, blogs, and e-commerce sites) to enhance brand and editorial style integrity, consistency, and effective communication. Managed a high volume of projects, ensuring consistency of content with overall marketing goals—maintaining correct grammar, punctuation, spelling, content quality, and consistent application of design elements. Collaborated with cross-functional teams to improve UX and SEO through meticulously crafted copy.

**Key Achievements/Contributions:**

- Developed a comprehensive 100+ page style guide for the newly merged School Reading Events division at Scholastic, consolidating previous guides to eliminate contradictions; the guide now serves as a model for other divisions.
- Launched a weekly email newsletter on language and style; received overwhelmingly positive feedback with over 90% approval in department-wide surveys.

**Senior Copy Director** | Scholastic Book Clubs, New York City **December 2007–May 2023**

Oversaw the Creative Services Copy Desk, coordinating efforts of proofreaders and writers to produce compelling and error-free marketing materials. Spearheaded copy for major seasonal campaigns, aligning content strategies with broader business goals. Led initiatives to refine the brand voice across all channels, increasing customer engagement and retention.

**Key Achievements/Contributions:**

- Successfully ascended through multiple leadership roles, beginning as Senior Copy Editor and culminating as Senior Copy Director, boosting department's output quality and operational efficiency.
- Led editorial content for Scholastic Book Clubs' blog to support the $1 Book of the Week program, coordinating cross-functional staff to produce weekly content, resulting in 350K subscribers and enhancing engagement with teachers, students, and families.
- Partnered with cross-functional teams to revamp production processes and established a Copy Desk department, leading to a promotion to Copy Chief; recruited and managed freelance proofreaders for operational efficiency.
- Stepped up as email copywriter after staff layoffs, innovating email subject lines and leveraging testing resources to stay trend-forward; achieved open rates for marketing emails that consistently surpassed the corporate average.

**Additional Writing & Editing Experience:** Penguin Group (USA) | Taproot Foundation | Start-to-Finish Books | Random House Children's Books | Hal Leonard Publishing | Columbia University Press | WNET New York | Brooklyn Pride

## Education & Professional Development

**Bachelor of Arts in English Literature/Asian American Studies,** San Francisco State University

**Professional Sequence in Copyediting,** UC Berkeley Extension

**Google Data Analytics Certificate** (In Progress)