

BRIAN ANDERSON

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EXPERIENCE:

Director at Anderson ELT

September 2007 – Present (5 years 6 months)

- Project management / development editing for ELT publishers
- For Cengage, development editor / content editor / materials writer / cold reader for *Pathways*, *World Link*, *Grammar Café*, *Tapestry*
- Develop editorial strategy for online environments (LMSs and other platforms)
- E-learning services:
 - coordinating SMEs, implementation teams, editors, and cold readers
 - quality assurance
 - technical solutions (information extraction, OCR, spell-checking, web-based macros and page scraping)
 - converting print to digital
 - creating assessments for CBT environments
 - freelancer staffing and coordination
 - teacher training (for technology)
 - editor training
- Product demos / sales calls
- Materials development (item writing, teacher's notes)
- Copy editing

Digital Content Manager at English360

May 2009 – Present (2 years 11 months)

- Managed implementation of 50+ online courses, for English360 Core Content pool and Premium Content pool
- In charge of implementation for all stages: acquisition of assets, mapping and storyboarding, implementation, QA, cold read, sign-off.
- Have managed up to six editors simultaneously on parallel projects
- Use a variety of online tools (wikis, Google docs, Fogbugz, Basecamp, TeamGantt, Asana, Jing) to manage workflow and train editors
- ELT content areas: general, business, test prep, engineering, medical, hospitality
- Develop both British English and American English titles
- Examples: *TKT Online*, *Read This!*, *Cambridge English for Engineering*, *Professional English in Use: Engineering*, *Business Vocabulary in Use*, *Professional English in Use: Finance*, *Professional English in Use: Medicine*, *Business Start-up*, *Grammar in Practice*, *Vocabulary in Practice*, *Language Links*, *Business Benchmark*, *English365*

- Adapted test prep content for the TKT, TOEFL, TOEIC, FCE, PET, KET, BULATS, and BEC examinations
- Developed bespoke courses for language school chains with up to 2,000 learners; this involves advising on curriculum development, course design, supplementing with video / listening / reading exercises, CC image assets, and assisting with localization.
- Developed editorial strategy for modular, disaggregated content
- Spec'ed platform functionality according to editorial needs, and shaped storyboards and layouts to fit technical constraints
- Regularly utilize Python for information extraction (websites, CD-ROMs, PDFs), bulk editing, spell checking, and have managed freelance programmers to maintain code
- Set up customer service workflow using issue-tracking platforms
- Presented on blended learning at ELT conferences (ISTEK, BESIG)
- Performed tech demos at Turkish universities (Bilgi, Tekirdağ, Edirne, Bolu, Uludağ, Yeditepe, Maltepe)
- Gave a teacher training seminar about Web 2.0 in the classroom to a crowd of two hundred at Yeditepe University
- Ran two workshops for the Virtual Round Table online convention
- Ran two training sessions for Cambridge University Press freelance editors, onsite in the U.S. and U.K.

Contractor at Educational Testing Service (ETS)

November 2007 – May 2009 (1 year 7 months)

- TOEFLiBT Speaking Scoring Leader, managing and training teams of online raters
- Outside item writer for the TOEFLiBT Listening assessment
- Online rater for the TOEIC
- Onsite rater for the TWE (Test of Written English)

Business English instructor

September 2004 – September 2005 (1 year)

- European Language Institute (Prague, CZ)
 - Regularly taught executives at multinational companies like Unilever, IBM, and Tupperware, as well as Czech government officials and the Prague Post
- AHA Language Academy (Prague, CZ)
 - Full-time instructor for DHL's headquarters in Prague; instructed individuals and groups, all levels, for business English and FCE certification

EDUCATION:

ITC – Prague

September 2004

- International TEFL certification (CELTA equivalent)

University of Wisconsin – Madison

May 2004

- Honors Bachelor of Arts, English Literature and Linguistic Anthropology
- Hilldale Scholarship for research in digital humanities