

Curriculum Vitae

Katherine Ross

Summary

Nationality Australian. British by birth.
Address A & K Ross Associates Pty Ltd. ABN 90 108 849 654
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Profile

A journalist/publishing/pr professional with significant experience gained in the UK and Europe.

An excellent motivator, effective thinker and doer offering proven communications and business management skills.

Able to turn complex and technical material into plain language and to write convincingly about a wide range of subjects.

Key Skills

- Managing a University publishing department producing approx 30 new books and journals per year.
- Lecturing to University short-course students on the mechanics of publishing.
- Publishing, editing and compiling a 400+ page 4-colour trade directory and selling advertising space worth more than 130,000 pounds sterling, exceeding target and making substantial profit for the client.
- Formatting same directory into a database to be searched on-line.
- Writing and editing 4-colour annual prospectuses (postgraduate and undergraduate) for leading College of Nursing in London.
- Editing various technical journals and magazines including International Journal of Aromatherapy, Better Business Magazine and The Bulletin, a quarterly journal for the Institute of Development Studies.
- Managing an industrial design company with offices in the UK and Germany. Raising Venture Capital to enable company to expand.
- Reporting for local and national press at home and abroad including covering “the troubles” in Northern Ireland.

Career Highlights

Current (since August 2000)

Director of A & K Ross Associates Pty Ltd.

Working with husband and associates as a small consultancy. Continuing in own field as outlined below and assisting in other aspects of the consultancy including hazard and risk management, occupational health, safety and environment management in a range of industries.

Previously working as Freelance Editorial and Communications specialist handling all aspects of publications and communications work.

Feature writing, copy-editing (magazines and books), directory compilation/publishing, newsletters, press releases, reports and prospectuses, also proofreading. For clients e.g. Birds Australia, VicTrack, MTrain, CAE, Holmesglen TAFE, Windpower Monthly magazine, Apparel magazine, BPR magazine, Professional Marketing, Yarra Valley Newspapers - Nillumbik Mail, Ranges Trader Mail, Mountain Views Mail, Vines Restaurant Warranwood, Matanle PR, Better Business Magazine, Home Run Magazine, The Overseas Press and Media Association, University of Sussex, The Tisserand Institute, International Journal of Aromatherapy, St Bartholomew's School of Nursing, Milton Cater PR agency, Intermediate Technology Publications.

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***Head of Publications Services, Publicity and Public Relations.
Institute of Development Studies, Sussex University, Brighton, UK.***

An internationally renowned centre for research and teaching on development.

Managed all aspects of publications services including editorial, scheduling, production, design, distribution/subscriptions and sales/marketing. Edited all the Institute's publications: monographs, journals, working papers, reports, bibliographies and teaching aids, also catalogues and publicity literature. Distribution UK and worldwide through mail order and the Institute's bookshop.

Company Secretary / Personal Assistant to Managing Director. Cahners Publishing Ltd, London.

European headquarters of America's largest publisher of trade magazines - a Reed International subsidiary.

Performed all Company Secretary duties. Managed a team of eight telemarketing sales staff and administered direct mail and marketing campaign for Cahners Magazine Network, a pan-European advertising package.

Administration / Finance Director. 3-Dimensional Design Ltd., Munich, Germany and Brighton, UK.

Design company specialising in automotive and industrial design. (Own business.)

Managed a team of designers in the UK and contract technical staff in Munich for clients such as BMW, BMW Motorsport and Mazda. Successfully organised Business Expansion Scheme investment (venture capital) into company. Set up and ran employment agency side of business.

Research Editor. Memo, Reader's Digest, Stuttgart, Germany.

Monthly full-colour history magazine published in German language.

Wrote and researched regular 12-page news section. Set up photo library. Assisted with research on special feature articles. Also freelance writer for several English language publications.

Deputy Editor. Philips News, N V Philips, Eindhoven, the Netherlands.

Bi-monthly newspaper distributed to senior management worldwide.

Feature writing on subjects ranging from cryogenics to computers. Reporting and sub-editing duties.

Sub-Editor / On-Screen Reporter. Southern Television, Southampton, UK.

Compiling daily news bulletins and on-screen reporting for prime time current affairs programme.

Deputy Editor. The Gazette, Austria's English Language Magazine, Vienna, Austria.

Monthly current affairs magazine.

Feature writing, sub-editing and layout. Interviews with e.g. Niki Lauda, Billy Graham, Walter Mondale. Also freelance correspondent for the UK national newspapers Daily Express and Sunday Express.

Reporter. Armagh Guardian, Armagh, Northern Ireland and Crawley Observer, Crawley, Sussex, UK.

Weekly newspapers.

Reporting, interviewing; sub-editing and layout. On Armagh Guardian responsible for covering 'the troubles' in whole of South Armagh and Crossmaglen. Also wrote weekly page entitled "Women's World".

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Academic Qualifications/Achievements

Roedean School, Brighton, Sussex, UK.

O Levels: English Language, English Literature, French, Latin, Maths, History, Art.

OA Level: Use of English. A Level, English Literature.

Belfast College of Business Studies, Belfast, Northern Ireland.

National Council for the Training of Journalists Diploma Course.

CAE, Melbourne.

Diploma of Arts (Professional Writing and Editing).

Swinburne University of Technology, Melbourne.

Master of Arts (Writing) in progress.

Languages: fluent German, working knowledge of Dutch and French. Studied German at the University of Vienna, Austria, Open University UK and most recently Goethe Institut in Melbourne. Also Dutch at the Notenboom Institut, Eindhoven, Netherlands.

Certified Laughter Yoga therapist.

Professional Membership

Society of Editors Victoria.

Fundraising Institute Australia.

Hobbies/Interests

- Flying (Aerochute).
- Fencing (foil). Member of VRI Fencing Club.
- Walking.
- Food and wine.
- The flora and fauna of Victoria. Member of the Land for Wildlife Programme, Trust for Nature, Wattle Glen Landcare Group, Melbourne Water's Healthy Waterways Scheme and a Friend of Watsons Creek Bushland Reserve.
- Reading - especially contemporary literature.