

ROGER BULLEN – CARTOZAPP

Email: roger@cartozapp.com

Website: www.cartozapp.com

LinkedIn: <https://www.linkedin.com/in/roger-bullen>

PROFILE

Freelance Publishing Services Provider with an extensive and diverse background in reference publishing. Comfortable working across many locations with a wide variety of people to 'zapp' client content into shape for timely, efficient and high-quality results.

KEY SKILLS

COPYEDITING

Skills and Experience

- Experience as Freelance Copyeditor for CABI, CUP, Emerald, Pavilion and Wiley on Business and Academic Reference titles
- CIEP Copyediting 3: Progress – March 2023; CIEP Copyediting 2: Headway – July 2022; CIEP Copyediting 1: Introduction – March 2022

Achievements

- CABI – *Conservation of Dragonflies and Vegetable Brassicas and Related Crucifers 2e*
- Pavilion – *Mentoring in Health, Social Care and Beyond*
- Wiley – *Foundations of Health Professions Education Research and Selling Your Business with Confidence*

PROOFREADING

Skills and Experience

- Experience as Freelance Proofreader for CABI and Wiley on Business and Academic Reference titles
- Prepared and updated detailed Wiley Proofreading Guide
- CIEP Proofreading 2: Headway – December 2022; CIEP Proofreading 1: Introduction – June 2022

Achievements

- CABI – *Managing Risk in Agriculture and Veterinary Treatment for Working Equines 2e*
- Wiley – *The Complete Guide to Portfolio Performance and Content and Copywriting 2e*

PROJECT MANAGEMENT

Skills and Experience

- Experience as Freelance Project Manager for Wiley Asia and Wiley Services Singapore working on new, Asia-focused Engineering and Physical Sciences book list
- Adept at scheduling, quality control, performance analysis and communication
- Project managed many titles from contract to publication, in-house, at Wiley Services Singapore
- Various other project management tasks including major courseware project, vendor onboarding and process improvement projects at Wiley Singapore

Achievements

- Hong Kong Institute of Certified Public Accountants (HKICPA) project – conducted continuous review of workflow on US\$5m accounting course creation project for HKICPA to meet production schedule, implementing pre-editing, early copyediting, and chapter-by-chapter scheduling for time efficiency. Ultimately, ensured on-time delivery of major project.

CARTOGRAPHIC EDITING

Skills and Experience

- Extensive experience as Cartographic Editor both in-house, for Dorling Kindersley and Reader's Digest, and as a freelance for clients such as Millennium House and The Future Mapping Company
- Edited all kinds of maps – world atlases, thematic atlases, sheet maps, travel maps, street atlases, maps for reference titles

Achievements

- Dorling Kindersley – *DK World Atlas, DK Atlas of World History*
- Reader's Digest – *Drivers' Atlas, World at Arms*

FREELANCE PUBLISHING SERVICES

Skills and Experience

- Current practical experience since 2022, with regular clients and variety of services and subjects
- Previous experience as freelancer, most notably when operating as Eumorphus Pte Ltd
- Thorough understanding of what is important to publishers from working in the business
- Extensive experience of working with authors and understanding of how to keep them happy
- Worked closely with several Indian vendors allowing a solid insight into how they operate
- Good contacts in publishing industry

Achievements

- Building broad and regular CartoZapp client base to point where services are always in demand
- Operating Eumorphus Pte Ltd at a profit over a period of 18 months before being asked to join Wiley Services Singapore

AUTHOR/FREELANCE/VENDOR MANAGEMENT

Skills and Experience

- Worked with many authors, freelancers and vendors to coordinate work, manage resources, maintain quality, troubleshoot and negotiate fees

Achievements

- Prepared Integra, a new key Wiley vendor, through training, documentation and support. This enabled Wiley to reduce risk to production services by increasing outsourcing options.

PROFESSIONAL EXPERIENCE

FREELANCE

CARTOZAPP , Singapore	2022–XXXX
EUMORPHUS PTE LTD , Singapore	2007–2009
FREELANCE CARTOGRAPHER , Midhurst, UK	2003–2004

ORGANISATIONS

JOHN WILEY & SONS, SINGAPORE PTE LTD , Singapore (Academic Reference Production)	2009–2021
Senior Manager, Vendor Management/Content Management	
DORLING KINDERSLEY LIMITED , London, UK (Cartography Department)	2005–2007
BERKELEY BOOKS PTE LTD , Singapore (Travel and Maps)	2000–2003
DORLING KINDERSLEY LIMITED , London, UK (Cartography Department)	1991–2000
READER'S DIGEST ASSOCIATION LIMITED , London, UK (Cartography Department)	1984–1991

QUALIFICATIONS

BA Honours Degree in Cartography and Geography, Oxford Brookes University, UK
CELTA Level 4 Certificate in Teaching English to Speakers of Other Languages, Multi Lingua, UK

KEY TRAINING

Wiley: Lean Six Sigma Yellow Belt – 2020
Wiley Certified Data Analyst – 2020
Wiley: Leading Across Cultures – 2016

TECHNOLOGY

Microsoft – Excel, OneDrive, Outlook, PowerPoint, Word
Adobe – Acrobat, Illustrator
Communication – MS Teams, Skype, Zoom
Finance – Basware, SAP Ariba
Project Management – MS Project, Workfront
Web – WordPress