

John Schettler

81 San Bernabe Dr, Monterey, CA 93940 • (831) 888-7625
Email: john@writingshop.press • Web Site: <https://writingshop.press>

Dear Sir or Madam,

I am writing in application for the opportunity to serve as an in positions where I can use my experience in Marketing Communications, Publishing, Editing, Web Management, UX writing, and general line and developmental editorial support.

I presently manage the Writing Shop Press, an Internet based business where I serve as Publisher, Writer and Editor for full length science-fiction novels in numerous subgenres, including an award winning Time Travel series. This work included creating and managing monthly email campaigns to promote new releases and drive reader growth to achieve over 100,000 book sales on Amazon alone, where the lifetime sales of most independent authors average only 250 books. I have 14 years experience managing all aspects of the publication process from first draft, through editing and revision, to book cover design and finally publication to digital or trade paperback editions, and then marketing. I also offered Editorial services to other authors, where some relied on AI for their first draft. It was my work to “Humanize” the AI copy to the extent that the work would be eligible for Copyright certification, as no AI drafted content can be copyrighted under current law. As such I have worked with AI programs like ChatGPT / Copilot, Claude, Gemini, and Deep Seek, editing their copy so the authors that used that material could actually affix a copyright notice to their books, and take full ownership of those titles. I also use AI in marketing workflows, generating new ideas and copy that is then human edited, and A/B tested for performance.

Before this, the Writing Shop was, in effect, a B2B Marketing agency offering a range of business communications and marketing services with commercial offices in Ventura County, CA, Thousand Oaks, CA, and Greensboro, NC. This included 15 years experience as a Web Designer and Content Specialist where I managed delivery of 200+ commercial web design projects for small business and corporate clientele. This work involved a combination of design and writing skill, as I would draft and edit content for all web pages, (called UX Writing today), telling the client’s story, and promoting their brand, while also writing for the other unseen audience that would read those pages, be it a searching web crawler, (SEO), or in today’s environment, an AI search bot. (GEO).

Education: I have a Bachelors of Arts Degree from Loyola University in Los Angeles, in English with *writing emphasis*, and deep experience as a published professional writer. This is supported by a high degree of computer literacy using both the Microsoft Office 365 suite of applications, and those in the Adobe Creative Cloud, and I can easily learn and quickly master any software application.

I also have four years as an English and writing Teacher for Middle School and High School students, and I Served as Chairman of the Language Arts Dept. at the High School level, (3 Years).

I appreciate your review of my application and look forward to hearing from you in the future.

With best regards,

John Schettler

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SUMMARY OF QUALIFICATIONS:

- **Over 20 years** of professional interviewing, writing, editing, and publishing experience including:
 - **Professional Writing/Editing**
 - **APA / Chicago Style Guides**
 - **Author Services**
 - **Web Design and Content Management**
 - **Business Communications & Marketing**
 - **Professional Publication Services**
- **Related Skills:**
 - . UX Writing and Copy Editing
 - . Technical Writing
 - . Web Content Development
 - . Branding and Marketing
 - . Desktop Publishing
 - . Proofreading & Editorial Review
 - . SEO / GEO Best Practices, Analytics
 - . Business Reports, Newsletters, Press Releases, Articles
 - . Brochures, Flyers, Ad Design, Photography
 - . Developmental editing, Book Block & Cover Design
 - . AI draft humanization to enable Copyrights
 - . AP and Chicago Manual of Style conventions
- **Computer Skills:**
 - . Windows, MS Office Suite, Word, Excel, Outlook and also WordPerfect.
 - . Adobe InDesign, Acrobat, Photoshop, Lightroom, PowerPoint, Firefly. Google Workspace.
 - . Web Content Managers: NetObjects Fusion, WordPress, Frontpage, Dreamweaver, Cute FTP.
 - . Email Marketing: Brevo, Mailchimp, HubSpot, Google Blogs, Substack, Zoom, Discord.
 - . AI workflow experience with Copilot, Grammarly, Claude, Gemini, and ChatGPT.

WORK HISTORY & SKILLS:

- 2012-Pres. **Publisher/Writer/Author**, THE WRITING SHOP PRESS, Monterey, CA
- . Authored, edited and managed publication to internet based book vendors for full length fiction novels.
 - . Manage writing, editing and publication up to 12 books per year from initial draft through publication.
 - . Prepared files and artwork for timely release of Trade Paperback editions, and eBook formats.
 - . Worked with POD publishers to assist new authors as editor, book block, and cover art designer.
 - . Award winning, prolific author with 120 published novels spanning multiple genres.
 - . Assured AI drafted content from outside authors was humanized to enable copyright protection.
- 2000 – 2012 **Office Manager / Owner**, THE WRITING SHOP, Ventura, CA, Greensboro, NC
- . Over 20 years managing an office setting to receive, interview, and sell to individual and business clients.
 - . Wrote, and edited reports, business documents, web content, articles, blog posts, email campaign content.
 - . Assisted corporate clientele with business communications, branding, public relations, press releases, and marketing.
 - . Experienced web site designer and content creator for over 200 creative, commercial, and business web sites.
 - . UX Writer developing content and editing AI writing to assure copyright eligibility for websites.
 - . Managed SEO and GEO site work to optimize for both standard web crawlers and AI Bots.
 - . Developed content for web publication, blogs, on-line newsletters, and e-commerce applications.
 - . Skilled in desktop publishing, with integration of text, graphics, and design elements.
 - . Wrote and edited numerous articles for distribution over the Internet as an independent publisher.
- 2000-2006 **Simulation Designer/Publisher**, VANGUARD GAMES, DECISION GAMES, 3W Inc., TOME Inc.
- . Researched, designed, and tested numerous historical military simulations for professional publication.
 - . Wrote and edited complex rules systems, historical background notes, and scenario briefing and setup instructions.
 - . Authored over 50 major articles, and was featured with 6 industry magazine covers for lead article.
 - . Designed and published 10 Military History Simulations for four gaming industry publishers. (Listed above)

EDUCATION:

Bachelor of Arts, English, *Writing Emphasis*, LOYOLA UNIVERSITY (Graduated with Honors)

NOTABLE ACCOMPLISHMENTS:

- . Author of 120 novels and designer for 10 Professional Military Simulation Designs.
- . Recipient of Foreword Magazine's Silver Medal for Science-Fiction Book of the year award, (2002).
- . Sold over 100,000 books on Amazon, where the average lifetime sales for an independent author is only 250.
- . Wrote and syndicated monthly articles utilizing RSS feeds to increase readership to over 50,000.
- . Web Site: <https://writingshop.press>