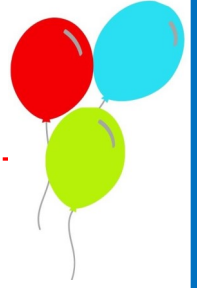




Deanna Quinones Copywriter



I work in book publishing as a copywriter.

How long have you been a writer?

I have been a marketing writer and editor for 30 years. In addition to the book industry, I have worked in legal marketing, non-profit publications, healthcare communications, and the automotive industry. I also spent 10 years as a greeting card writer.

Where do you currently work?

I work for a publishing company called Chronicle Books. They publish all kinds of fun books, including the Ivy + Bean series, young adult novels, wonderful picture books, cookbooks, puzzles, tarot card decks, and more.

How do you spend most of your time at work?

I spend most of my time reviewing and revising copy:

- I tailor the copy to help each book find its audience (focusing on answering the questions: Who is this book or product perfect for? What will the consumer find inside? How is it different than other books on the same topic?).
- I optimize the copy for SEO search results. This means I research the best keywords to match the book or product's topic and weave them into the copy, so search engines like Amazon and Google will find this item and have it pop up as a result when someone is searching (for example: "kids book about construction vehicles" would match with *Goodnight, Goodnight Construction Site*).
- I look for and correct grammatical errors.
- I also write and edit copy for e-newsletters, ads, and websites.

Why did you choose this career?

I've always loved books and writing. I originally wanted to be a book editor, but I got my first job in the publishing industry in the marketing department. I found out I liked writing about books and helping them to reach their audience through marketing and promotional materials.

DEANNA'S FAVORITES

My favorite book is Bel Canto by Ann Patchett – when I managed a bookstore, I sold more than 100 copies to customers who asked for recommendations. I read everything from literary fiction and classics to crime thrillers, YA, and rom-coms. I think the Harry Potter series is a literary masterpiece and I'll fight anyone who disagrees!



What did you do to prepare for this career?

I was a literature major in college, so I read and wrote a lot! I also took some communications classes, but nothing specific to marketing. I worked on the student newspaper and helped edit a campus literary magazine. Once I got into a publishing house, I was lucky to have a great boss who gave me lots of opportunities to learn on the job. Even though I've moved around to different jobs in different industries, I always focused on using my writing and editing skills.

What do you enjoy most about your job?

I love being immersed in the world of books! Between different jobs in publishing, I managed an independent bookstore for three years and I helped start a big book festival in my town that has now been running for more than ten years. I read every day, I love talking about books and authors, and I love being part of a team that creates and publishes wonderful books that bring joy to people's lives (including mine!).



Deanna is her high school days

What do you find most challenging about your job?

My current job is fully remote, so I work from my home in New Jersey while my company's office is in San Francisco. It is nice to have the ability to concentrate in a quiet place for the kind of work I do, but it is challenging to be completely separate from everyone on my team.

What was one of your first jobs and how did that experience influence your career path?

My first job, in high school, was in a bookstore. I was already an avid reader, but I found out how much I enjoyed being surrounded by books and people who loved them. It made me want to be part of the industry that created them.

What is one piece of advice you would give to a young person who is interested in your profession?

Don't be afraid to be a word nerd! Read everything (novels, short stories, memoirs, nonfiction, magazines, book reviews, publications like *Publishers Weekly*, *Harper's*, and *New York Times Book Review*), write whatever you want (fiction, poetry, essays, journal entries, letters), play word games, join book clubs, find your tribe.

