

SQUARE MOON

Custom Publishing, Inc.

PHONE 678-574-5407 • WWW.SQUARE-MOON.COM



Cheryl Cromer is the owner of Square Moon Custom Publishing, Inc., Atlanta, Georgia (www.square-moon.com), which provides a unique combination of technical and creative publishing services based upon more than 25 years' experience in print media. Cheryl's background includes 18 years in the magazine publishing industry with experience in writing, editing, design, advertising, and production management. She offers experience in targeted marketing, including luxury product branding, collateral creative services, and new media management, including website development.

Cheryl has been a creative director and associate publisher for various start-up publications, and continues to provide start-up consulting services for newcomers to the publishing arena. She is a working art director, designer, art director, editor, and writer for various lifestyle publications and specialty clients in the tourism and hospitality industries. She specializes in research and writing on aromatherapy, skin care, natural health, self-care, and home decorating topics. Cheryl is also a working marketing manager for boutique brands in the housewares and self-care industries.

Cheryl's technical expertise is garnered from more than a decade in prepress management, pre-media integration, project marketing, and custom publishing sales for various Fortune 100 companies. She continues to coach new publishers in developing efficient publishing workflows, and offers training and workflow management to a myriad of clients.

Cheryl holds a B.A. in English from Roanoke College (VA) and an M.A. in Journalism from the University of North Carolina at Chapel Hill.

In addition to her publishing endeavors, Cheryl is an artisan aromatherapist and owner of Essential Blends Artisan Aromatherapy (www.essential-blends.com), which offers couture, spa-quality aromatic mists and synergies to boost wellness and enhance living spaces.

Marketing and Creative Publishing Services

SQUARE MOON offers a unique combination of talents to take projects from concept to completion. Cheryl Cromer, owner of Square Moon, offers more than 25 years' experience from the magazine publishing, pre-media, marketing, web, and print services industries. With a skill set honed as a veteran of high-quality publications publishing, she and her select team of creative professionals can proffer a range of services to meet your publishing needs, whether it's savvy marketing strategies, skilled wordsmithing, innovative graphic design services, or production management endeavors.

Marketing services include brand development, creative collateral services, and media placement.

- > Niche research and writing, including web site development, to facilitate brand awareness.
- > Marketing message enhancement and project management.
- > Targeted media outlet analysis and recommendations.
- > Collateral design and production to support brand messaging initiatives.
- > Custom "boutique" product sales and marketing.

Creative services include writing, editing, graphic design, and turnkey electronic publishing.

- > Superb editing and content management talents.
- > Creative concepting and design.
- > Leading-edge page composition and graphic production skills to complete any e-pub or traditional ink-on-paper project.
- > Magazine start-up expertise in both niche and general interest titles. Intuitive resourcing assistance of appropriate creative, business, and production services.
- > Creative and production systems management. Efficient materials trafficking and pre-media production services. Production scheduling, print buying, and vendor selection.

Technology leadership services include pre-media needs analysis and workflow efficiency design.

- > Skilled assessment of publishing/marketing operations and pre-media workflows.
- > Knowledgeable advice on leading-edge media technologies.

YOUR MESSAGE ~ ONLY BETTER.


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