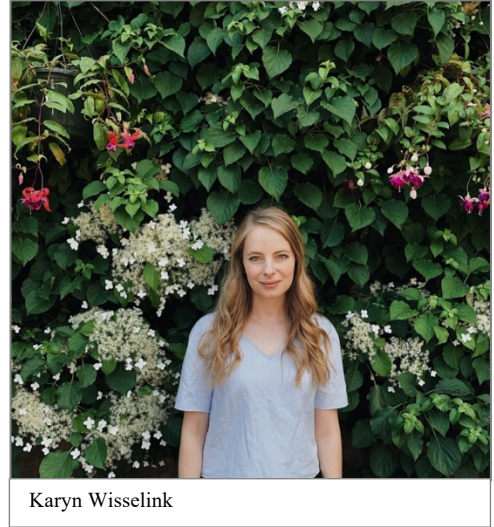


## **Where Can UVic English Take You? An Interview with Karyn Wisselink (BA 2015)**

### **What is your job?**

I am the marketing and production coordinator at Athabasca University Press, an open access scholarly press based in Edmonton, Alberta. AU Press publishes in the areas of distance education, labour studies, Métis and Indigenous studies, gender studies, and environmental studies. While the Press's main focus is scholarly, they also publish literary works and memoirs. I also run the social media accounts for Read Alberta, a website that celebrates the Alberta book community.



### **What led you to pursue an interest in publishing?**

I have always wanted to work with books. I love stories and learning about new things, and I also love beautiful print objects. I always imagined I would be an editor, but it only took a few months in the publishing world to realize that my strengths are on the marketing side of things.

### **What does a typical professional day look like for you?**

In between receiving and responding to emails, I work on marketing campaigns for forthcoming publications. These campaigns include social media, advertisements, press releases, launch events, and speaking engagements for authors. On the production side of things, I work with printers, typesetters, and cover designers to create the final product. Although print books aren't going anywhere, digital publishing offers accessibility and flexibility. AU Press publishes all their books in both print and digital formats, so I get to work on things like alt-text for images and additional digital resources for the free books on the Press's reading platform.

### **What's your favourite part of your work?**

My favourite part of working in marketing is creating our seasonal catalogues. This involves working with our editors to determine which books will be ready for publication and then finding a cover designer, writing catalogue copy, and creating metadata for each new book. I then work with our in-house designer to create digital and print catalogues that showcase the upcoming season.

### **How did UVic English help prepare you for this work?**

UVic English offered courses that helped hone my close-reading and writing skills. Distilling an entire book into an essay requires the same skills as writing jacket and catalogue copy. The copyediting courses I took were not only useful for my own coursework, they helped land me a position as an editorial intern at the *Victorian Review* with Lisa SurrIDGE and Mary Elizabeth

Leighton where I worked on copyediting, proofreading, and administration. UVic presented many practical opportunities directly related to publishing. Working at *The Albatross*, UVic's peer-reviewed undergraduate English journal, took me through the publishing process—submissions, peer review, copyediting, proofreading, typesetting, all the way to launch events. I was lucky to join as the communications officer and I became one of the editors-in-chief the following year. My work-study at *The Malahat Review* gave me an eye into the literary publishing world, and I got to interview authors and uncover treasures in their archives for the “Our Back Pages” project. The skills I acquired at UVic were essential for getting my first job in publishing. Equally important were the connections I made with faculty and fellow students.