SIMON SELLARS

FORMAL EDUCATION

- Doctor of Philosophy, Comparative Literature & Cultural Studies, Monash University (2009; included a 15,000-word chapter on the theory and philosophy of new media technologies)
- Diploma of Professional Writing and Editing, RMIT University (2000)
- Bachelor of Arts (First-class Honours), Monash University (2000)

CAREER HISTORY

2011–current
Editor, Architectural Review Asia Pacific, Niche Media
Responsible for the online and print direction and management of *Architectural Review Asia Pacific*, among Australia's top design publications.

Main responsibilities
- Managing an editorial team comprising in-house editorial assistant, online editor and intern plus freelance correspondents, subeditors and proofreaders
- Commissioning editorial from a large pool of respected freelance writers and artists, including magazine copy and photography and online content including video and podcasts
- Writing targeted content and editorial for print and online
- Project management, budget and production schedules for print and online
- Planning and managing the magazine's social media profile and online presence at both AR branded media and at australiandesignreview.com
- Organising, designing and implementing strategy, policy, marketing and advertising campaigns for websites, e-newsletters and social media
- Participating in industry events and activities, including local and international speaking engagements

Key achievements
- Planned, developed and managed a version of the magazine as an iPad app (to be launched late 2012)
- Currently developing a new AR website and social media presence to be launched alongside the iPad app
- Designed and managed a major relaunch from the magazine's former guise as *Architectural Review Australia* to a wider regional focus as the rebranded *Architectural Review Asia Pacific*, including new regional themes, columns and content and close collaboration with the art director to completely redesign the magazine
- Built new relationships with collaborators and associates in the Asia Pacific region

2009–2010
Lecturer, NMIT

- Researched, designed and taught the course 'Publishing and Writing in the Digital Age'. The course traced the rise of language, publishing and literature from oral cultures through to e-books, social media and digital publishing
- Introduced innovative uses of social media within the classroom, including Twitter to facilitate quick dissemination of notes and ideas during lectures for later discussion in tutorials
- Used Twitter, Facebook and blogs to create dialogue between students while illustrating social media theories
- Wrote and gave weekly lectures and conducted tutorials on digital publishing, editing and new media; marked and graded student work
- Taught students how to use and maintain blogs (including simple content management systems) and new forms of social media including Twitter

2008–2011
Research Associate, Comparative Literature and Cultural Studies, Monash University

I collaborated with Professor Andrew Milner as researcher, publications manager, lecturer and tutor.

- Wrote articles for peer-reviewed academic journals and delivered papers at Melbourne and interstate conferences, including research into new media, social media and digital media
- Collected and analysed data, conducted literature searches and wrote reports for a variety of research projects, and collaborated on research grants and proposals for research funding
- Taught cultural studies courses as a regular tutor and guest lecturer

2002–2011
Consultant/author/editor, Lonely Planet Publications

Worked fulltime as a Lonely Planet editor from 2002 to 2004 and freelance as an author, editor and consultant from 2004 to 2011.

- Digital content producer, repurposing, editing and optimising material from website and online databases
- Hired to work with Lonely Planet authors on designing and developing new online content management systems
- Developed briefs and guidelines for online hotel-booking systems
- Wrote over 20 travel guidebook chapters and co-wrote six travel reference books
- Managed and scheduled teams of editors and proofreaders and worked closely with designers, photographers and cartographers

2001–current
Freelance web designer

- I have designed websites for clients including Greenpeace Australia, RMIT University, St Kilda Writers' Festival, La Trobe University and the University of Melbourne
- Fully proficient in SEO and implementation of content management systems

2007-2010
Tutor, School of English, Communications and Performance Studies, Monash University
- Taught literature, new media and critical theory courses, among them 'Youth Media', which explored how young people use online technologies, including social media, and how these are being adapted to their experiences, for example in the construction of new media narratives and emergent consumption practices within youth culture

2010
Research Fellow, Spatial Information Architecture Laboratory, RMIT University
I worked with Associate Professor Pia Ednie-Brown on the ARC-funded Plastic Futures project, exploring the intersection between architecture, cities and new technologies.
- Conducted, coordinated and collated research and wrote articles for peer-reviewed academic journals, focusing on cities and new technologies (including extensive research into social media and social agency, and new digital spaces)
- Designed, maintained and edited three websites based on the Plastic Futures project
- Drove the formation of new research teams
- Researched and prepared applications for new ARC Discovery projects and book proposals
- Designed and taught a seminar series and workshop for RMIT architecture students on representations of architecture, urbanism and design in film, literature, new media and popular culture

2009-2010
Researcher, Deakin University
Responsible for analysing, compiling and documenting research for ARC-funded projects on ethical consumption, climate change and Indigenous architecture.
- Designed and maintained the symposium website
- Coordinated research and managed venues and speakers for a major symposium and associated exhibition on Indigenous architecture and place-making processes

2005–07
Editor/project manager, Subterrain, City of Melbourne and Ozanam Community Centre
I devised, developed and managed *Subterrain*, a magazine publishing project that looked at Melbourne's homeless community. It was funded by the City of Melbourne and supported by the Ozanam Community Centre.
- Designed, edited and maintained an associated website and blog
- Responsible for direction and theme
- Project management, budget and production schedules
- Structural editing
- Commissioned content
- Reported to government, industry and community stakeholders
- Designed and conducted writing workshops for homeless and disadvantaged people
- Coordinated the magazine's design and art direction

2003–current
Academic and commercial freelance writing
My writing on digital media, film, animation, music, sound design, literature, architecture, cities and urbanism has been published in *Continuum*, *The Age*, *The Big Issue*, *Overland*, *The Australian*, *The Sydney Morning Herald*, *Architectural Review Asia Pacific*, *Architecture Australia*, *Blueprint*, *Dwell*, *Architectural Design*, *Journal for the Study of Radicalism* and *Arena*. I have also written travel articles and chapters for a variety of publishers as well as for in-flight magazines and newspapers.

2002–current
Freelance editor
Clients have included La Trobe, Monash and RMIT universities, NMIT and various independent contractors. I have edited and project managed corporate newsletters, books, magazines, websites, academic journals, student theses and fiction and non-fiction manuscripts from beginning and advanced writers.

- Since 2010 I have been working with the estate of author JG Ballard and Ballard's publisher HarperCollins on a wide-ranging, collaborative project encompassing a number of works both by and about Ballard, monographs and collections. The first volume, *Extreme Metaphors*, a compilation of interviews with Ballard, is set for publication by HarperCollins in September 2012. An extensive website and blog will follow, designed in consultation with myself.