

C.V.

Simon Sellars

FORMAL EDUCATION

Doctor of Philosophy, Centre for Comparative Literature and Cultural Studies, Monash University (2009)

Doctoral thesis re-examining novelist J.G. Ballard as a key philosopher of the contemporary media landscape.

Diploma of Professional Writing and Editing, RMIT University (2000)

Majors: editing, non-fiction, scriptwriting, multimedia (web coding and design).

Bachelor of Arts (First-class Honours), Centre for Comparative Literature and Cultural Studies, Monash University, Melbourne (2000)

Honours thesis on the economic, capitalist and consumerist forces at work when science-fiction novels are adapted into Hollywood films.

CAREER HISTORY

Editor, *Architectural Review Australia* (2011-current)

- Responsible for all aspects of editorial management, concept and design for this major architecture title, including commissioning of fresh editorial material (copy and photography) and full responsibility for the current and future direction of the magazine.
- Writing tasks include conducting interviews with key architecture practitioners and reviewing architecture projects, books, films and exhibitions.
- Public speaking and talks as required to promote the title.
- Managing social media channels and coordinating existing and fresh copy for the title's website.

Editor, Lonely Planet Publications (fulltime: 2002–2004; freelance: 2004–2011)

- Coordinated editorial teams for multi-author guidebooks, and liaised with designers, photographers and cartographers.
- Performed copyediting, structural editing and proofreading.
- Delivered performance feedback for editors and authors.
- Contributed to process improvement workshops and implementation planning.
- Edited, commissioned and managed *Two Streets Over*, a newsletter promoting Lonely Planet products to overseas bookstores.

Freelance editor (2002-2011)

- Besides Lonely Planet, clients have included La Trobe University, Monash University, RMIT University, NMITE and various independent contractors on publications including corporate newsletters, books, magazines, websites, academic journals, and fiction and non-fiction manuscripts (beginner and advanced writers).

Key achievements:

- Northern Melbourne Institute of TAFE (2009-2010): played a major role in updating, rewriting and overhauling the institution's entire course brochure for all subjects, and

optimising large sections of content from print publications for use online.

- Developed, project managed and edited *Subterranean* (2005-2007), a major magazine project about Melbourne's homeless community, funded by the City of Melbourne. Besides editing and commissioning, I controlled budget and production schedules; reported to government, industry and community committees; designed and conducted writing workshops; and coordinated design and art direction.
- Founded and edited ballardian.com, a popular website about the novelist J.G. Ballard, reviewed widely in the English press and with a large readership. My Twitter account for the site has over 5,000 followers. I am currently negotiating with the Ballard Estate and Ballard's publisher, HarperCollins, to develop, design and edit an official website for Ballard's back-catalogue of novels and short-story collections.
- Currently contracted as a coordinating editor by the Ballard Estate and HarperCollins to research and edit a series of archival volumes of Ballard's work. The first volume, *Extreme Metaphors*, a compilation of Ballard interviews, is due for worldwide publication in 2012.

Academic and commercial freelance writing (2003-current)

- Writing on new media, architecture, urbanism, film, animation, music, sound design and literature published in magazines and newspapers including *Architecture Australia*, *Steel Profile*, *Blueprint*, *The Age*, *Vagant*, *The Australian*, *The Sydney Morning Herald*, *Dwell*, *Overland*, *Inside Film*, *RealTime*, *032c* and *The Big Issue*; and in academic journals including *Continuum*, *Arena*, *Architectural Design*, *Journal for the Study of Radicalism* and *Colloquy*, plus various edited collections.
- Travel articles for a variety of publishers (including Dorling Kindersley), inflight publications (such as China Airline's magazine, *Dynasty*) and newspapers (such as *The Age* and Singapore's *Straits Times*). For Lonely Planet, see below.
- Writing a book on J.G. Ballard for Zer0 Books, due for publication in 2012.

Writer/Consultant, Lonely Planet Publications (2004-current)

- Contracted author of over 20 travel guidebook chapters and co-writer of four guidebook and travel reference books. Recent key achievement: *Great Journeys* (due for 2011) – I wrote half the book (48,000 words), composed captions for all images (over 100) and researched and devised map briefs for the design team (around 100).
- Writer for the website and copywriter for a range of business-to-business products.
- Representing Lonely Planet as an author to national and international media.
- Digital content producer, responsible for repurposing and optimising material from Lonely Planet guidebooks for use online and writing new material for websites and online databases.
- Liaison with Lonely Planet authors and management about new content management systems.
- Develops briefs and guidelines for prototype products, including online hotel-booking systems and print-based pictorial reference books.

Lecturer/Industry Consultant, NMIT (2009-2010)

- Researched, designed and taught the course 'Publishing and Writing in the Digital Age' in its inaugural year (2009). 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 to create dialogue between students while illustrating social media theories.
- Wrote and gave weekly lectures and conducted tutorials on 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.
- While working elsewhere in 2010, I maintained a connection to the course by advising on lecture topics and research, particularly on social media and digital environments.

Higher education teacher, School of English, Communications and Performance Studies, Monash University (2007-2010)

- Taught literature, new media and critical theory courses including ‘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.

Research Fellow, Spatial Information Architecture Laboratory, RMIT University (2010)

- Conducted, collated and coordinated research for the government-funded Plastic Futures project on the intersection between architecture and new technologies.
- Key achievement: researching and writing a major report on social media and new media technologies, identifying trends, dangers and possible future directions in the technology.
- Wrote a proposal for a book based on the project.
- Designed and taught a seminar series and workshop based on the project for RMIT architecture students.
- Organised a major conference panel comprising academics on the project.
- Designed, maintained and edited three websites based on the project.
- Wrote and conducted independent research for peer-reviewed academic journals.

Research Associate, Centre for Comparative Literature and Cultural Studies, Monash University (2008-2011)

- Collected and analysed data, conducted literature searches and wrote reports relating to a variety of research projects performed within the Centre.
- Co-edited three books based on the government-funded ‘Great Southern Land’ project on research into climate change, and one journal edition of conference proceedings.
- Co-convened and managed the 2010 conference ‘Changing the Climate: Utopia, Dystopia and Catastrophe’, the fourth major conference associated with the project. My role involved program design, budget maintenance, organising volunteers and managing operations during the event itself.
- Contributed to research grants and proposals for research funding.
- Wrote and conducted independent research for peer-reviewed academic journals.

Researcher Officer, Faculty of Arts and Education, Deakin University (2009-2010)

- Coordinated research for government-funded projects on ethical consumption.
- Wrote reports on the research for presentation to academics working on the projects.

Freelance web designer (2001-current)

- Designed websites that incorporate easy-to-manage content-management systems.
- Clients have included Greenpeace Australia, RMIT University, the St Kilda Writers’ Festival, La Trobe University and the University of Melbourne.
- Proficient in SEO and smoothly integrating social media feeds into website design.

Editor/Special Events Officer, RMIT Marketing and Communications (1999-2001)

- Coordinated festivals on animation, short film and scriptwriting; founded the well-known national festival of sound art, Liquid Architecture.
- Conceived and edited three RMIT magazines, including all aspects of publicity, commissioning and marketing. One of these won an Australasian Campus Union Managers Association (ACUMA) award for Best Newspaper and Magazine.

Other

- Speaker at academic conferences and festivals including Kosmopolis (Barcelona 2008) and SCAPE (Christchurch 2011).
- Appeared as a critic in documentaries on architecture and the psychological effects of new technology: *Lines: The Parking Structure* and *The What If Man?*.