

Clarinda Cerejo



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Summary

My mission is to improve the research culture and the way scientific research is published and shared globally. To this end, I lead various content and research projects touching upon science communication, publication success, and mental health among researchers. My research and opinion on these areas of scholarly communication are reflected in the 10 journal/book publications I have to my credit

I was recently involved in publishing reports based on the largest and most diverse global survey on mental health in academia, featuring over 13,000 responses from researchers across 160+ countries.

Our previous survey on publication-related challenges researchers face saw about 7000 respondents globally (majority from China) share their suggestions for improvement in the academic publishing process. The survey results were covered in Nature and were well-received at several international conferences on scholarly publishing, generating important conversations and positive action steps.

Editage Insights, a content platform for researchers that I helped build from the ground up, empowers researchers globally to overcome challenges they face at all stages of the research and publication process.

I've been a long-standing active member of professional associations such as the European Association of Science Editors and the Council of Science editors. Apart from regularly attending the Annual Conferences of these associations, I have presented sessions and posters at these conferences, volunteered on committees, and contributed to their publications.

I'm currently turning my attention towards science communication in Pharma and Life Sciences and working to help research from these sectors be widely read and have the real-world impact it should.

Experience

CACTUS Senior Director, Thought Leadership

Cactus Communications

Oct 2020 - Present (4 months +)

Delivering content that brings about positive changes in the research culture and the way research is communicated and consumed globally, both in academia and the Life Sciences/Pharma industry.

CACTUS Editor-in-Chief, Editage Insights (Global)

Cactus Communications

Nov 2013 - Nov 2020 (7 years 1 month)

Editage Insights (www.editage.com/insights) is a comprehensive learning and discussion platform for authors and journals, providing high-quality content on a range of topics related to academic publishing and researcher success, from manuscript preparation and the publication process, to hot topics in the global scholarly publishing industry, such as publication ethics, peer review, and open access. Available in English, Simplified Chinese (www.editage.cn/insights), Japanese (www.editage.jp/insights), and Korean (www.editage.co.kr/insights), Editage Insights allows users to learn through articles, video

tutorials, webinars, and interviews with industry leaders; participate in discussions; and ask questions on any aspect of scholarly publishing. We also invite researchers to share their personal stories to help other researchers around the world feel they are not alone in their academic journey.

As Editor-in-Chief, my responsibilities include

- Managing the operations and functioning of Editage Insights in all languages
- Making the final decision on content submissions to maintain a high standard of content quality
- Engaging guest contributors from the academic publishing industry
- Overseeing continuous technological enhancements to the site
- Receiving and acting on user feedback

CACTUS **Vice President, Content & Community (Global)**

Cactus Communications

Oct 2019 - Oct 2020 (1 year 1 month)

- Helping researchers globally establish meaningful connections with each other
- Conducting community events that help researchers grow professionally
- Ensuring that our content powerfully and effectively meets the needs of our target audience
- Developing strong research-based content such as survey reports, whitepapers, and opinion pieces

CACTUS **Associate Vice President, Scholarly Communications (Global)**

Cactus Communications

Jun 2016 - Oct 2019 (3 years 5 months)

- Overseeing content strategy, education offerings, technology developments, and marketing efforts on Editage Insights, a global learning and discussion platform for researchers
- Building relationships with publishers, senior academics, and influencers in scholarly communications through online and offline networking
- Participating and representing Editage/CACTUS at important global industry events

CACTUS **Senior Managing Editor, Scholarly Communications**

Cactus Communications

Jun 2014 - Jun 2016 (2 years 1 month)

- Representing Cactus Communications at external events relevant to academic publication and scholarly communications
- Commissioning and overseeing research activities related to academic publishing at CACTUS
- Contributing research- and opinion-based articles to publications relevant to the academic publishing industry

CACTUS **Managing Editor, Scholarly Communications**

Cactus Communications

Aug 2012 - Jun 2014 (1 year 11 months)

- Undertaking research related to academic publishing and presenting findings through academic papers, posters, and conference sessions
- Providing useful publication-related insights through blog posts, newsletter articles, Q&A forums, and opinion columns
- Exchanging insights with key opinion leaders in the academic publishing industry

CACTUS **Senior Editor, Quality & Training**

Cactus Communications

Jan 2010 - Aug 2012 (2 years 8 months)

- Addressing client feedback and complaints through email communication
- Analyzing client feedback and the quality of edited documents to recommend and implement process changes for better editorial quality and efficiency
- Training new recruits in academic editing and aspects of publication
- Providing feedback and training to editors for skill improvement

CACTUS **Senior Editor & Trainer**

Cactus Communications

Feb 2009 - Jan 2010 (1 year)

- Training new recruits in functions of academic editing
- Providing feedback to in-house and freelance editors for skill improvement
- Determining skill-based readiness for career progression
- Analyzing editing quality to determine training needs of the team and devising strategies to tackle these needs

CACTUS **Senior Associate Editor**

Cactus Communications

Apr 2008 - Feb 2009 (11 months)

- Reviewing documents edited by other in-house editors and freelancers and providing feedback for skill development
- Editing client documents independently to improve language quality to an international standard for journal publication, within given deadlines

CACTUS **Associate Editor**

Cactus Communications

Jun 2007 - Apr 2008 (11 months)

- Editing client documents independently to improve language quality, structure, flow, and content for publication in international journals, within given deadlines

CACTUS **Editor**

Cactus Communications

Aug 2006 - Jun 2007 (11 months)

- Editing client documents to improve language quality for subsequent review by seniors

Education



University of Mumbai

Master of Science (M.Sc.), Biotechnology

2004 - 2006

Licenses & Certifications

Editor in the Life Sciences - Board of Editors in the Life Sciences

Skills

Thought Leadership • Content Strategy • Scholarly Communication • Content Marketing • Academic Writing • Copy Editing • Proofreading • Academic Publishing • STEM

Honors & Awards

Best Poster Award, 2012 Council of Science Editors meeting - Council of Science Editors

May 2012

My research on editing processes, conducted along with my coauthor, Naveen Rajan, was presented as a poster titled "Optimizing the output of a freelance editing model: Value added by an in-house reviewing team" at the 2012 annual conference of the Council of Science Editors, where it received the Best Poster Award.

Best Poster Award, 2013 Joint Meeting of EASE and ISMTE - European Association of Science Editors (EASE)

Sep 2013

Awarded by EASE for a poster titled "Can authors' editors help expedite peer review of the manuscripts they edit?," authored by Shazia Khanam and me. The study aimed to identify specific errors peer reviewers most frequently point out in manuscripts of non-native-English-speaking (NNES) authors, which authors' editors can address before submission. Poster abstract available here: <http://www.ease.org.uk/ease-events/major-conferences/ease-ismte-joint-meeting-blankenberge-2013/easeismte-poster-titles-a-2>