

Peyton Sammons

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EDUCATION

Emerson College — Boston, MA
Master of Art, Publishing & Writing
GPA: 3.94 | **December 2025**

University of New England — Biddeford, ME
Bachelor of Arts, English
Minors: Psychology, Writing
GPA: 3.9 | Summa Cum Laude | Dean's List | **May 2023**

SUMMARY

Publishing professional with a Master of Arts in Publishing & Writing and a strong foundation in editorial support, author relations, event coordination, and publishing marketing. Experienced in planning and moderating author events, developing engaging social media campaigns, and collaborating with publishers, publicists, and authors to create meaningful reader experiences. Combines editorial experience with hands-on bookselling and retail management to understand both the publishing process and book market. Recognized for strong communication, organization, creativity, and the ability to manage multiple projects while building relationships that connect readers with books.

PROFESSIONAL EXPERIENCE

Books A Million | South Portland, ME
October 2023 – May 2026

Co-Manager (April 2025 – May 2026)

Lead Bookseller (September 2024 – April 2025)

Bookseller (October 2023 – September 2024)

- Promoted twice within 18 months in recognition of leadership, customer engagement, and operational excellence.
- Created and managed social media content across TikTok and Instagram to promote author events, new releases, and community partnerships.
- Trained and mentored new team members while supporting daily operations.
- Developed engaging book displays and merchandising strategies to enhance customer experience.
- Managed inventory, coordinated new release launches, and balanced multiple operational priorities in a fast-paced environment.

Author Relations & Event Coordination

- Coordinated, facilitated, and moderated author events at Books A Million, collaborating with store leadership, publishers, and publicists to deliver a memorable experience for customers.

- Selected to travel to multiple Books A Million locations to support and moderate author events, partnering with store teams to ensure successful event execution and positive author and customer experiences.
- Developed customized author introductions and interview questions that highlighted each author's work and encouraged audience participation.
- Hosted and supported events featuring bestselling and emerging authors, including Matt Dinniman, Dav Pilkey, Chris Whitaker, Mia Sheridan, Kristyn J Miller, Lyla Sage, Sarah Adams, and more.
- Managed event logistics, including venue setup, audience flow, book signings, and promotional activities to ensure successful events.
- Promoted author appearances through in-store marketing and social media campaigns to increase community engagement and attendance.

EDITORIAL EXPERIENCE

Selected Publishing Projects

Developmental Edit & Acquisitions Evaluation | Emerson College
January 2024 – May 2024

- Completed a full developmental edit of a children's mid-grade manuscript, providing comprehensive editorial feedback on plot, pacing, characterization, structure, and overall narrative development.
- Prepared an acquisitions evaluation assessing the manuscript's strengths, target audience, competitive titles, market positions, and sales potential.
- Recommended revisions to improve story structure, character development, and reader engagement while maintaining the author's voice.
- Presented editorial recommendations using professional publishing practices and constructive author communication.
- Produced a professional reader's report summarizing the manuscript and recommending an acquisitions decision.

Assistant Editor-in-Chief Intern

NNY 360 Magazine | Watertown, NY
January 2020

- Assisted the Editor-in-Chief with researching, editing, and preparing articles for publication.
- Conducted research on local industries, events, and community trends to support editorial planning and content development.
- Participated in editorial and budget meetings to gain experience in magazine publishing operations.
- Ensured written content aligned with the publication's editorial standards and audience.

LEADERSHIP & PUBLICATIONS

Staff Writer

The Bolt | University of New England
November 2021 – May 2023

- Wrote weekly articles, reviews, and opinion pieces for the student newspaper.
- Researched and wrote a series of articles exploring Moroccan culture while studying abroad, incorporating interviews with local residents.
- Collaborated with editors and fellow writers to develop engaging content for publication.
- Assisted with campus events and newspaper outreach initiatives.

CAMPUS & COMMUNITY INVOLVEMENT

UNE Zephyr | Student Publishing Club | University of New England
January 2022 – May 2023

- Organized student book launches and promotional events.
- Designed promotional materials and formatted student writing for publication.
- Assisted with editing and preparing student work for print.

Maine Needs | Volunteer | Portland, ME
January 2023 – May 2023

- Organized donated goods and fulfilled orders for unhoused community members.
- Assisted with volunteer onboarding and facility tours.

AWARDS & RECOGNITION

Emerson Zine Showcase | **April 2025**

- Zine selected for exhibition at the Boston Museum of Science, highlighting the intersection of STEM and the arts.

Outstanding Student in English | **May 2023**

- Recognized for excellence in writing and workshop collaboration.

Health, Gender & Identity: Artist Books & Zine Showcase | **April 2023**

- Artist book selected for public exhibition.

Top 3 Artist Book Showcase | **2022**

- Artist book selected by faculty as one of the top projects across writing workshops.

ADDITIONAL SKILLS

Editorial: Developmental Editing, Copyediting, Proofreading, Microsoft Word, Track Changes

Project & Professional: Project Coordination, Team Leadership, Public Speaking, Interview Development

Publishing & Marketing: TikTok, Instagram, Event Promotion, Content Creation, Merchandising

Software: Microsoft Office, Google Workspace, Canva, WordPress

REFERENCES AVAILABLE UPON REQUEST