



VK

VENKATESH KRISHNAMOORTHY

FREELANCE COPYEDITOR AND PROPRIETOR, VIRTUALPAPER

MISSION

To copyedit texts, acting as the author's reliable second pair of eyes, and make them read *great* by eliminating errors in language, infelicities in expression, and inconsistencies in style.

SKILLS

Substantive editing of manuscripts that are poorly phrased, incorrectly structured at the sentence level, and stylistically inconsistent.

Language polishing of non-native speaker texts to make them suitable for publication.

Copyediting of books—monographs, contributed volumes, and encyclopedias requiring heavy, medium, or basic edit with a special preference for humanities texts.

VIRTUALPAPER AS AN EDITORIAL SERVICES BUSINESS

PROPRIETOR • VIRTUALPAPER • 2009 TO PRESENT

Venkatesh Krishnamoorthy, as an individual freelancer as well as leading a group of editors, has been providing copyediting services to meet publishing needs of a variety of copyediting service seekers—publishers, publishing service providers for international publishers, corporate organizations, individual authors—as proprietor of VirtualPaper, a copyediting and content services company.

From 2010, VirtualPaper has specialized in editing of humanities texts having worked on books of some leading and cutting-edge humanities publishers such as Palgrave Macmillan, Cambridge University Press, Oxford University Press, Taylor & Francis, Rowman & Littlefield, Blackwell, Elsevier, Springer, CABI, Pearson, SAGE and AB-CLIO.

VirtualPaper now possesses the capability to copyedit manuscripts of varying complexities and address the publishing needs of publishers, authors, and other service seekers and deliver quality in a stipulated timeframe.

VirtualPaper was involved with the Madras Institute of Developmental Studies to substantively edit articles for its journal, *Review of Development and Change*, for three years (2015 to 2018) till it was handed over to Sage. The Publication Manager sends the articles that need copyediting to Venkatesh. A stylesheet was exclusively developed for the journal by Venkatesh. Almost all the articles required substantive editing.



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Writing—capacity to conceive, research, organize, and write on a given topic.

Content editing—value-adding to content by enhancing its presentation to the target audience through fact-checking, smoothening the narrative, and reorganizing the content plus extensive editing

VirtualPaper has helped individual authors, who are professors or research students, publish in international journals, in addition to helping PhD scholars structure and rewrite their thesis.

The edited papers have appeared or are about to appear in journals such as *Modern Asian Studies*, *European Journal of Cultural and Political Sociology*, *International Journal of Health Geographics*, *Economic and Political Weekly*, and *Review of Development and Change*. The last two mentioned are published out of India.

VirtualPaper has also worked with self-publishing authors, contributing to shaping the content of the book and thoroughly editing the contents, making it suitable for high-quality publication. The recent project was a book by two new authors making their publishing debut. The title is *Say Yes to Project Success* authored by Karthik Ramamurthy and Priya Narayanasamy and published by Notion Press.

On earlier occasions, copyediting services along with storytelling format of structuring writing were provided by VirtualPaper to organizations such as Confederation of Indian Industry (CII), TiE (The Indus Entrepreneurs), and Villgro (a rural startup incubator).

Content editing services, predominantly in technology and medical research, were provided to a content organization. The work involved not only copyediting but enhancing the text by value addition, fact-checking and reorganizing the report to ensure a smoother narrative.



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COPYEDITING FOR MORE THAN TWO DECADES

In a copyediting career spanning more than two decades now, Venkatesh has edited manuscripts in varied disciplines such as STM, HSS, and business administration in both journal and book form. He has worked as a copyediting manager for Macmillan Publishing Services, SPi Global, and TNQ. He started his career as a copyeditor at Newgen in 1998.

Over the course of a decade, Venkatesh acquired new skills in preparing, drafting, and organizing reports and editing them to follow a storytelling format or to ensure a smoother narrative. The clients were corporates and industry bodies concerned with the industry.

Venkatesh has also worked with individual authors to perform developmental edit (reorganization, restructuring, and addition of text) of the books right from the conceptual stage. His involvement is quite deep, to the extent of suggesting ideas to model the content.

WRITING

YourStory—Venkatesh Krishnamoorthy also ventured into writing from 2009. As a contributing writer to YourStory, India's largest online entrepreneurial platform, from almost its inception, he has conceived and written a number of stories featuring entrepreneurs, investors, and



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startup events and still covers Chennai startups for YourStory as a freelance writer.

Publishing—He has also written on publishing briefly for now a defunct publication, *Books and More*.

Madras Musings—Driven by an interest in history and the past of the city of Chennai, which was called Madras till 1996, he has been contributing articles to *Madras Musings*, an environment and heritage conservation journal founded by the chronicler of Madras, S. Muthiah.

RESEARCH ASSISTANT FOR BOOKS AND WORKING DIRECTLY WITH AUTHORS

Venkatesh Krishnamoorthy has directly occasionally worked with authors in shaping their books. This involved directly shaping the content of a book for a pharma veteran who penned his memoirs, editing temple history from a translated account and also a fiction book a while ago.

Venkatesh has also worked with several researchers in shaping their thesis for submission. He also worked with a researcher in editing his paper containing medical content for international publishers.

Venkatesh Krishnamoorthy has been closely associated with culture historian, chronicler of Madras and corporate biographer, Sriram V, as a research assistant for many of his books. He has worked as a research assistant for books on Dr. M. Santhosham (a tuberculosis specialist in the 1940s and 1950s and political activist who was a key office-bearer



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in Swantantra Party), CAMS (registrar for mutual fund companies), Sundram Fasteners (component supplier to automotive industry), Sundaram Finance (transport finance company), Karur Vysya Bank (a private bank, which is more than 100 years old), Habibullah Badsha (a senior advocate and legal luminary who blazed a trail in the legal landscape of Madras) and partially contributed to a book on Freemasons and Rayala Corporation (a company that manufactured Halda typewriters in India).

AUTHOR

Venkatesh Krishnamoorthy has authored one book – *Indian Education Trust: A Tale of Two Schools* – at the invitation of the Trust to record the history of two schools in Chennai under its administration.

He is now in the process of completing another book – a private publication that records the life and times of an industrialist, who founded the first motorcycle company in India, purely from a familial perspective.

He is also recording and scripting the personal memoirs of a former Managing Director of Binny's Limited.



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