Elite Editing

Senior Editing and Developmental Editing Tests (Technology)

***About senior editing and developmentally editing for technology content at Elite***

**Responsibilities**

* Become an expert on the technology client’s unique style guidelines as well as Chicago style.
* Edit deliverables for style and grammar (senior editor).
* Direct writers to revise drafts for clarity, accuracy, and style (developmental editor).
* Coach Elite’s writers on meeting the client’s style and expectations.
* Collaborate with a large team to circulate new knowledge and keep process guides up to date.

**Qualities**

* You can keep up with detailed and evolving style guidance.
* You can learn and apply in-depth processes.
* You can give and receive feedback well.
* You can contribute to and learn from a team of fellow editors and writers.
* You can work fast and efficiently.
* You can take on a leadership role, coaching writers rather than just fixing their work.
* You DO NOT NEED TO BE A TECHNOLOGY EXPERT! None of Elite’s editors are subject matter experts, and this client is no different, we promise!

**Time commitment**

Editors should be able to provide at least 20 hours of work per week.

**Deliverables**

Deliverables include 1- and 2-page customer-reference case studies, technical blog posts and tutorials, and various add-ons like PowerPoint presentations and social media posts.

**Standard turn times**

Turn times depend on the needs of the client but are usually 1 business day.

**Rates**

Rates are assigned per project, initially calculated based on a $32/hour rate with the potential to achieve higher rates with experience/volume.

Test 1: Senior Editing (Technology)

***About completing and submitting the senior editing test***

On the following pages, you will see a **Senior Editing Style Sheet (Technology)**, a **Sample Case Study (for Senior Editing)**, and a **Sample Senior Editing Feedback Letter**.

* Use the instructions in the Senior Editing Style Sheet to edit the Sample Case Study (for Senior Editing). **Use Microsoft Word’s Track Changes tool** to track your changes.
* Fill out the Sample Senior Editing Feedback Letter, written as if to the writer of the case study. This can be short and should draw the writer’s attention to a few CloudSky style errors. There is no need to list every edit you’ve made, and you do not need to draw their attention to matters of grammar or punctuation or simple typos.
* When you’ve completed this test (and the developmental editing test if desired), please [click here](https://form.jotform.com/241645222115143) for a submission link.
* Once you’ve opened the submission link, answer the questions on the upload form, attach the completed test(s), and then hit “Submit.”
* May the forces of good grammar and beautiful words be with you.

**Senior Editing Style Sheet (Technology)**

* **Do not rewrite.** You should primarily correct true errors of punctuation, grammar, style, and consistency. However, you can make small revisions as needed for clarity.
* **Use the *Chicago Manual of Style*, 17th edition (*CMoS*).** Follow *CMoS* for grammar, punctuation, capitalization, hyphenation, etc. Chapter 6 of *CMoS* discusses commas, and Chapter 8 covers capitalization. Check out *CMoS* 7.89 for hyphenation rules.
* **Use *Merriam-Webster* (*M-W*).** Refer to *M-W* ([www.m-w.com](http://www.m-w.com)) for spelling, using only first-listed spelling variants (e.g., it’s *leaped*, not *leapt*). Also be sure to use spell check.
* **Use the following “CloudSky style” (for fictitious tech client “CloudSky”)**
  + **Numbers**
    - Use *CMoS*’s alternative rule for numerals (*CMoS* 9.3). That is, in general, spell out whole numbers zero through nine. Use numerals for 10 and up. (See also *CMoS* 9.4 and 9.7.)
    - Use numerals for all units of measurement, even time (e.g., *2 minutes*), as well as for all percentages. Use *percent*, not *%*, except in titles.
  + **Acronyms and abbreviations**
    - Terms that *M-W* classifies as abbreviations should be spelled out on first mention, followed by the acronym/abbreviation in parentheses.
    - If *M-W* classifies the term as a noun, it does not need to be spelled out.
    - If a term is used only 1–3 times, use the spelled-out term instead.
  + **Quotes**
    - Edit quotes as needed for grammar and “CloudSky” style.
    - Use the person’s full name on first mention in the case study body. On subsequent mentions, use surname only. Job titles should be lowercase.
  + **Global English**
    - Avoid words with ambiguous meanings. For example, use *as*, *since*, and *while* only in reference to time, not to mean *because* or *although*.
    - Include relative pronouns (e.g., *that*)—even when technically unnecessary—for ease of translation.
  + **Jargon (Do not use the words on the left: if you see these words, edit them!)**
    - Ecosystem → say *environment*, *system*
    - Leverage → say *use*
    - Platform → say *solution*, *offering*
    - Utilize → say *use*
  + **Sensitive terms (Do not use the words on the left: if you see these words, edit them!)**
    - Enable → say *facilitate*, *help*, *let*, etc.
    - Execute → say *run*, *implement*, etc.
  + **Legally problematic terms (Do not use the words on the left: if you see these words, edit them!)**
    - Ensure → say *help*, *provide*, *deliver*, etc.
    - Allow → say *facilitate*, *help*, *let*, etc.

**Sample Case Study (for Senior Editing)**

**BankCorp Expands FinTech Services And Serves 18 Billion Customers on CloudSky**

BankCorp Unlimited (BankCorp) needed to assess their technology stack to meet consumer demands after growing their customer base from one to 18 million in only three years. To achieve this, data aggregation and evaluation in near-real-time was necessary for the financial technology (FinTech) company, so they could launch more products and services and ensure customer satisfaction.

BankCorp turned to CloudSky Technology Solutions (CloudSky) to fine-tune their application and assess their technology stack. BankCorp was able to increase its visibility using software found on CloudSky Emporium, an online catalog with thousands of software listings compatible with CloudSky. Now, BankCorp projects that they will serve over twenty-one million customers by 2026.

**Exploring CloudSky Emporium for New Solutions**

Established in 1982, BankCorp Unlimited became the first fully digital bank in the Netherlands in 2015. Since then, BankCorp has expanded their application to be a one stop shop that includes investing, insurance, loans, and even delivers food. As of 2021, they have served 18 million customers. Providing free checking accounts, their goal is to make banking simpler, transparent, and fair.

BankCorp began using CloudSky to meet their computing infrastructure needs prior to their global expansion. “We are very proud to have moved to cloud computing using CloudSky back in 2018,” says Jane Star, Chief Information Officer at BankCorp, “Not only because we are the first bank in the Netherlands to do so, but because we knew that CloudSky would support our scale and growth for years to come.” Following BankCorp’s migration to CloudSky, the company launched eight new services.

However, BankCorp’s exponential growth has come with some challenges—primarily tracking and leveraging metrics in real-time to identify areas of improvement. “We want to have full visibility of our technology stack from infrastructure to end-user experience,” says Star, “That visibility is essential for us since we are a digital bank, and we don’t have any branches. We have to have very good word-of-mouth.” In 2020, BankCorp began to explore CloudSky Emporium for solutions which would capture and present data in one, cohesive place. “ CloudSky Emporium enables us to find cloud-native vendors to attend to our needs,” says Star. “That’s something we’re always after. Nimble companies that are cloud-ready.”

**Positioning as the Best of Both Worlds**

Among the 12,000 solutions available, BankCorp chose to monitor its data using OldFossil One—a cloudbased observability platform which provides engineers with full visibility into the performance of its CloudSky cloud services. By integrating OldFossil One into its operations, BankCorp has been able to evaluate its data near real-time and respond to outages and customer requests. Since implementing OldFossil ONe, BankCorp has improved its net promoter score (NPS). “Our NPS is 95,” says Jane, “The observability platform that uses OldFossil One on CloudSky helped us achieve that number.” Moreover, BankCorp was able to optimize savings, as the software qualified for the Extra-Special Rate Program, a flexible pricing model that provides up to a 65% discount on predictable instance usage.

BankCorp also offloads work by using the fullymanaged CloudSky Container Service (CloudSky CS), which provides high availability and and automates key tasks. With a fast-growing customer base, BankCorp is able to scale its infrastructure to support up-ticks in customer requests and log ins. “We are surpassing eight billion requests per month.” says Star, “In a very distributed environment with several container clusters, we can support more than nine-million customer log ins per day.”

This automation has allowed BankCorp to focus on developing new technology for its application. “We don’t need to be doing patches, so we have our IT team focused on generating value for the business,” says Star. “Today, we run at around 98% uptime on our login. That is a result of our team having time.” Additionally, BankCorp has been able to bolster the security of its application by executing face recognition technology in its application using CloudSky Perception, a deep learning powered image recognition service that detects objects, scenes, and faces. “We aim to position ourselves as the best of both worlds—banking and FinTech,” says Star, “On the banking side, we are very regulated and have a wide range of financial products. On the Fintech side, we have a low cost structure, the digital ecosystem, and an innovation-driven culture.”

**A Global Expansion of Offerings**

Having exceeded their company goals, Bank Corp plans to accelerate the expansion of their services and customer base. They have already began beta testing for their mobile application in the United States. By 2022, BankCorp hopes to offer a full-service application in both the US and Europe. “We are going global,” said Jane, “Utilizing CloudSky helps us make that move because we know we can easily deploy our products and services to the United-States region or the European region, otherwise it would be difficult to build datacenters near our customers in other countries.

Expansion won’t take away from BankCorps’ refinement of their application. BankCorp is currently testing CloudSky Lightning processors, that utilize 64-bit cores to deliver the best price-performance for cloud work loads. “Every milli-second counts for us, because we are seeing millions of customers logging into our app everyday,” Star says. Although growing from 1 million customers to 18 million is a notable achievement for BankCorp, the company is also focused on what CloudSky can offer looking forwards. “I don’t think of Cloud Sky as a vendor for us. They are helping us achieve our goals,” says Star, “They feel like home.”

**Sample Senior Editing Feedback Letter**

Hi, [writer],

[Your name] here, senior editor at Elite. I enjoyed working with this case study. [Say something about what the writer did well.]

I have a few overarching notes and style reminders to keep in mind going forward:

[Insert notes here.]

Thanks again for your work, and please let me know if I can explain anything further.

[Your name]

Test 2: Developmental Editing (Technology)

***About completing and submitting the developmental editing test***

On the following pages, you will see a **Developmental Editing Guide (Technology)**, a **Sample Case Study (for Developmental Editing)**, and a **Sample Developmental Editing Revision Request Letter**.

* Use the instructions in the Developmental Editing Guide to add revision request comments the Sample Case Study (for Developmental Editing). **Use Microsoft Word’s “Insert Comment” feature to do so.**
* Fill out the Sample Developmental Editing Revision Request Letter, written as if to the writer of the case study. This can be short and should draw the writer’s attention to a few overarching notes for revising the Sample Case Study to meet CloudSky’s expectations *and* improve their writing for CloudSky case studies going forward. There is no need to create a note corresponding to ever revision comment in the case study.
* When you’ve completed this test (and the above senior editing test if desired), please [click here](https://app.smartsheet.com/b/form/07dd659852d34c65a020370d91333f1e) for a submission link.
* Once you’ve opened the submission link, answer the questions on the upload form, attach the completed test(s), and then hit “Submit.”
* May the forces of good grammar and beautiful words be with you.

**Developmental Editing Guide (Technology)**

* **Do not edit.** For this CloudSky developmental editing test, you should *not* edit the Sample Case Study. Instead, you should insert comments that direct the writer to revise the draft for clarity, accuracy, and CloudSky best practices and style. Additionally, it is helpful to offer positive feedback on things the writer did well.  
  + - Example revision comments
      * This sentence is quite long and difficult to follow as a reader. I recommend breaking it up into two shorter sentences for clarity.
      * This section feels a little choppy. I recommend adding some transitions between sentences to improve the flow.
      * This cost improvement metric does not match the cost improvement metric mentioned in the introduction. Please review the source material to confirm which is correct and revise as necessary.
      * Great job following CloudSky style for numbers in this study.
* **Use the following “CloudSky best practices” (for fictitious tech client “CloudSky”)**
* **Writers should AVOID the following:**
  + **Repetition:** Make sure writers keep the story moving. The centerpiece of the story is what the customer was able to achieve using CloudSky, so every part of the study should be instrumental in getting to that message.
  + **Negativity:** CloudSky customers, understandably, can be sensitive to statements that emphasize their shortcomings. It is important to discuss the challenge/problem that led the customer to using CloudSky. But it is best to frame these challenges/problems in a positive light, emphasizing opportunities for improvement and benefits, for example.
  + **Quotes:** When reviewing a case study, ask what the point of a quote is. If the quote, or a portion of a quote, is just stating a fact or repeating something, it is a waste. Long quotes should be broken up with the attribution.
    - Abbreviated example: “We used XYZ,” says Jane Doe. “As a result, we saw ABC benefits.”
  + **Jargon:** Writers should not use words on the left. If you see them, advise the writer to use an alternative.
    - Ecosystem → say *environment*, *system*
    - Leverage → say *use*
    - Platform → say *solution*, *offering*
    - Utilize → say *use*
  + **Sensitive terms:** Writers should not use words on the left. If you see them, advise the writer to use the alternative.
    - Enable → say *facilitate*, *help*, *let*, etc.
    - Execute → say *run*, *implement*, etc.
* **Writers should IMPLEMENT the following:**
  + **Clear prose:** The case study should flow and make sense to an outside reader. It should be engaging and informative.
  + **Parallelism:** Subheadings as well as items in lists should be parallel.
  + **Evergreen references to time:** All references to time should be evergreen (e.g., “In 2021” rather than “Last year”).
  + **CloudSky program and service descriptions:** On first mention in a case study, all CloudSky program and service names should be followed by a brief description. If one is missing, direct the writer to add it.
    - Example of a CloudSky service name with description: “The company migrated its data to *CloudSky Wombat, a storage service offering high performance and availability,* in 2018.”
  + **CloudSky style for numbers**
    - In general, spell out whole numbers zero through nine. Use numerals for 10 and up. (See also CMoS 9.4 and 9.7.)
    - Use numerals for all units of measurement, even time (e.g., 2 minutes), as well as for all percentages. Use *percent*, not *%,* except in titles.

**Sample Case Study (for Developmental Editing)**

**Himlen Sees 275% Growth by Participating in CloudSky AIP**

For CloudSky Technology Solutions (CloudSky) associate Himlen Technologies Inc. (Himlen), business sustainability is vital in the competitive digital services market. The Swedish software and internet company needed an effective long-term strategy to accelerate its growth. So Himlen participated in the CloudSky Associate Improvement Program (CloudSky AIP). The CloudSky AIP enabled Himlen to establish training opportunities for its staff, diversify its customer base, and increase revenue.

**Developing a Sustainable Business**

Founded in 2018, Himlen provides services to public and private sector businesses. It holds expertise in hybrid architecture, data analytics, migrations, and other types of digital technologies. Himlen has been utilizing software found on CloudSky Emporium, an online catalog with thousands of software listings compatible with CloudSky, since its founding. Himlen began to struggle with organizational, priority, and planning issues following its initial growth 2 years ago. So it turned to the CloudSky AIP to develop a more sustainable business and to better understand how to use CloudSky software. “We saw the CloudSky AIP as an opportunity to accelerate our growth,” says Otis Magnusson, CEO at Himlen. “We wanted to develop a better understanding of how we can work to keep the company growing in a sustainable way.”

**Stronger Skill Sets on CloudSky**

Himlen began its CloudSky AIP journey in June 2020 and completed the program in 4 months. Through the CloudSky AIP, the company realized that it needed to implement a long-term growth strategy, diversify its customer base, and develop a clear policy to select, hire, and retain high-demand talent. Using the recommendations of the CloudSky AIP, Himlen was able to identify opportunities to enact sustainable and beneficial change and achieve a major company transformation. “We engaged in a large transformation after participating in the CloudSky AIP. Now, we use more than 108 CloudSky services and have dozens of virtual servers. This provides us flexibility, and the possibilities for innovation are almost unlimited. We are now much more confident proposing creative solutions to our customers,” says Magnusson.

By participating in the CloudSky AIP, Himlen grew its business by 265 percent in 2021 and expects to see the same result in 2022. The company effectively diversified its customer base, gaining clients in the agriculture and financial services industry, and increased its revenue, expecting its 2022 revenue to be 3 times higher than its 2021 earnings. Additionally, the company won the 2021 CloudSky Associate of the Year award, which recognizes companies for excellence in building solutions using CloudSky software.

**Expanding Business Opportunities**

Next year, Himlen plans to continue its growth using CloudSky software and will expand into international markets. By participating in the CloudSky AIP, Himlen diversified its customer base and grew by 265 percent. “The CloudSky AIP empowered us to absorb CloudSky best practices,” says Magnusson. “We were able to effectively apply these strategies to support our growth.”

**Sample Developmental Editing Revision Request Letter**

Hi, [writer],

[Your name] here, developmental editor at Elite. Thanks for your work on this case study first draft! I have finished my review, and I have attached a copy of the draft with comments for revision below.

[Say something about what you think the writer did well.] But I also have a few overarching notes for you that I want to highlight here:

* **Avoid negativity**: CloudSky customers can be sensitive about how we frame their challenges/struggles. It *is* important in each case study that we establish what the customer’s challenge/struggle is to drive home why or how using CloudSky is beneficial. But we always want to frame the challenge in a positive light for the benefit of the CloudSky customer.
* [Insert additional 2–3 overarching feedback notes.]

I hope these above notes and my comments in the draft will be helpful for you in revising this case study and gaining more familiarity with CloudSky best practices and style for going forward. Please don’t hesitate to ask if you have any questions about any of my feedback.

Please revise the case study and return to me by [date]. As you complete the requested revisions, please leave the comments in the draft, but don't use track changes—aside from the comments, the draft should be clean when you return it.

Thanks again for your work, and please let me know if I can explain anything further!

[Your name]