

Education

Coles College of Business, Kennesaw State University, Kennesaw, GA

- Master of Business Administration, expected graduation August 2017

School of Library and Information Studies, University of Alabama, Tuscaloosa, AL

- Master of Library and Information Studies, August 2009

The Wharton School, University of Pennsylvania, Philadelphia, PA

- Bachelor of Science in Economics, May 1991

Summary of Qualifications

- Proven success training, managing, and scheduling employees and teams of librarians, writers, designers, account service personnel, production staff, and vendors.
- Collaborative and relationship-oriented leader with a background of building and maintaining partnerships with diverse sets of stakeholders.
- Project manager with strong organizational abilities, excellent interpersonal skills and exceptional attention to detail.
- Dedicated leadership and involvement in statewide professional library organizations.
- Experience with all phases of library instruction including program development, curriculum, scheduling, learning styles, and pedagogy both in the classroom and online.
- Develop, design, and create bibliographies, research guides, tutorials, promotional and marketing materials, policies and procedures, training guides, and learning aids.
- Strong customer service skills. Extensive reference experience in public and academic library settings with both face-to-face and virtual reference.
- Over 15 years of experience creating, implementing, and assessing complex marketing programs in mediums such as direct mail, websites, print collateral, outdoor advertising, and premiums.

Library & Teaching Experience

LIBRARY SYSTEM, KENNESAW STATE UNIVERSITY, Kennesaw, GA

Director of Research and Instructional Services, Librarian Associate Professor

July 2016-present

- Manage teams of librarians and paraprofessionals in the Research and Instructional Services Department in two KSU campus libraries.
- Direct teams, committees and coordinators for library instruction, reference services, distance learning, and strategic marketing across both libraries. These departments create library curriculum, schedule and teach all undergraduate library instruction classes, staff and manage a reference desk, manage a chat service provider, create all policies and procedures for reference and instruction, create and manage all Research Guides, create and manage all online tutorials and maintain the library FAQ system.
- Establish and implement strategic plans and oversee all assessment projects for undergraduate library instruction, reference services and distance learning initiatives.
- Teach information literacy classes, develop curriculum, and supervise undergraduate library instruction program. Work closely with faculty to design library instruction relevant to class assignments and goals.
- Assist students with research, usage of library catalog and databases, topic development and search strategy both face-to-face and through virtual reference services.
- Provide collection development and liaison responsibilities for the Marketing & Professional Sales and Information Systems departments of the Coles College of Business.

HORACE W. STURGIS LIBRARY, KENNESAW STATE UNIVERSITY, Kennesaw, GA

Head of Research and Instructional Services, Librarian Assistant Professor

September 2012-July 2016

- Managed teams of librarians and paraprofessionals in the Research and Instructional Services Department.
- Systemized and standardized both face-to-face and chat reference schedule and procedures. Managed all scheduling and training, and supervised reference staff including librarians and paraprofessionals from all library departments.
- Sourced and implemented a contract 24 hour chat reference service. Acted as main contact and supervisor for service provider.
- Leader of the Reference Team whose goal was to train staff, standardize, and improve all face-to-face and virtual reference services provided by the KSU Library System.
- Leader of the Instruction Team whose goal was to train staff, standardize, and improve library instruction and create a curriculum to support all undergraduate classes provided by the KSU Library System.
- Taught information literacy classes, developed curriculum, and coordinated scheduling for all undergraduate library instruction. Worked closely with faculty to design library instruction relevant to class assignments and goals.
- Assisted students with research, usage of library catalog and databases, topic development and search strategy through both face-to-face and virtual reference services.
- Provided collection development and liaison responsibilities for the Marketing & Professional Sales and Information Systems departments of the Coles College of Business.

Coordinator of Undergraduate Library Instruction, Librarian Assistant Professor

July 2010-September 2012

- Taught information literacy classes, developed curriculum, and coordinated scheduling for all undergraduate library instruction. Worked closely with faculty to design library instruction relevant to class assignments and goals.
- Assisted students with research, usage of library catalog and databases, topic development, and search strategy through both face-to-face and virtual reference services.
- Developed and created LibGuides, tutorials, and videos for subjects including Library 101, First-Year Seminar, business classes and distance learning resources.
- Collection development and outreach responsibilities for all business departments including Marketing & Professional Sales; Management & Entrepreneurship; Economics, Finance & Quantitative Analysis; and the School of Accountancy.
- Served as interim leader for all library assessment projects. Coordinated, implemented and assessed all in-house library surveys, focus groups and the campus-wide LibQUAL survey completed in Spring 2011.

Librarian

November 2009-July 2010

Part-time evening librarian in the interlibrary loan department and the reference desk.

- Assisted students at the reference desk and in the interlibrary loan office with research.
- Processed interlibrary loan requests for borrowing and lending using ILLiad software.
- Taught drop-in library instruction classes.
- Trained student assistants in departmental processes and procedures.

ATLANTA-FULTON COUNTY PUBLIC LIBRARY SYSTEM, Atlanta, GA

Library Associate, Central Library

November 2008-May 2010

Part of the General Collections Department of the main branch of the Atlanta-Fulton County Public Library System.

- Assisted patrons at the reference desk with material selection, general information, and use of the library catalog and databases.
- Participated in the virtual reference service using chat, email and telephone.
- Developed subject bibliographies in fiction and non-fiction for patron use.
- Assisted in materials selection, processing of new materials, and weeding of the non-book collection.

Library Assistant Senior, Buckhead Branch***February 2008-November 2008***

Part of the circulation staff of a suburban Atlanta public library branch.

- Assisted patrons with checkout, obtaining library cards, and collecting fines. Communicated library policy and procedures in a courteous and professional manner.

GEORGIA STATE UNIVERSITY LIBRARY, Atlanta, GA***Intern******Summer 2009***

- Developed and created a LibGuide for business resources in the real estate subject area.
- Assisted Business Liaison Librarian with special projects, business research and library instruction.
- Assisted students at the reference desk with research, general information, and user instruction.
- Participated in the virtual reference service using chat software.

AEON INTERCUTURAL, Fukui, JAPAN***English Teacher******March 1994-March 1995***

Taught up to 25 classes a week at a private, English language school for adults.

- Taught conversational English to many age groups from high-school students to senior citizens.
- Counseled and advised students, interviewed prospective students, and maintained and updated school records.

Business Management & Marketing Experience

TARGET MARKETEAM, Atlanta, GA***Business Manager******March 2005-August 2007***

Managed and directed accounting and human resource functional areas for a leading national direct mail advertising agency with \$70M in gross revenue.

- Performed day-to-day detailed accounting functions including accounts payable, accounts receivable, invoicing, cash management, overview of financial statements, and month-end close.
- Responsible for managing all human resource activities of the agency including recruitment, interviewing, developing employee manual, coordinating payroll, and HR administration.
- Developed RFP and implemented new employee benefits program including a Simple IRA, flexible spending accounts, and long and short term disability options.
- Led a team of employees in accounting and office management.
- Advised owner and partners on general agency operation. Became go-to person for staff questions on company policies, billing, administration, and management issues.

Marketing Project Manager***April 2003-March 2005***

Initially hired to develop and implement project manager role to fill needed agency position. Implemented direct mail programs for two of the agency's largest clients, the American Diabetes Association (\$18M budget) and Susan G. Komen for the Cure (\$10M budget).

- Created job description, developed responsibilities and duties, and created detailed training guides and schedules for project manager position.
- Coordinated a team of account staff, designers, copywriters, and production managers to achieve on-time mail schedule.
- Managed work flow—design through fulfillment—for direct mail campaigns for retention, acquisition, and acknowledgment program tracks. Ensured on time and on budget completion of fiscal year mailings.
- Controlled scheduling, traffic, printing, and lettershop for up to 20 jobs per month with 1M to 5M pieces of mail.

DELTA AIR LINES, Atlanta, GA

Marketing Project Consultant

November 2002-March 2003

Contract position working on the SkyMiles credit card team in the Delta Air Lines marketing department.

- Acted as account manager for SkyMiles credit card with primary responsibility of developing and implementing usage and retention strategies for the purpose of increasing credit card driven revenues.
- Maintained relationship between Delta marketing department and SkyMiles credit card team at American Express.

PRINT PRO!, Atlanta, GA

Director of Print Production and Account Service

May 1995-August 2002

Supervised all aspects of print production and account service for a 10-year-old project management agency.

- Instrumental in building a profitable business from \$250,000 to over \$1M in gross sales per year.
- Ensured profitability for all projects as well as for the business as a whole. Managed accounts payable, accounts receivable and overall P&L.
- Coordinated and controlled all estimating, budgeting, scheduling, and vendor selection and management. Trafficked all jobs and conducted press checks.
- Supervised teams of freelance designers, writers, and production managers.
- Managed projects that included sheet fed and web printed collateral, direct mail, point-of-purchase displays, premiums, magazine and newspaper advertising, outdoor advertising, and website development.

Professional Organizations

Vice President of Marketing and Branding, Georgia Library Association, 2017-present

- Oversee the work of the Public Relations Committee and GLA Webmaster.
- Oversee all outward facing aspects of the organization and focus on the public image, marketing and branding of the Association.
- Coordinate and manage creation of any brochures, mailings, premiums and the redesign of the Association website.
- Two year elected position.
- Serve on the Executive Board of the Georgia Library Association.

Member, Carterette Webinar Team, Georgia Library Association, 2015-present

- Plan and execute up to 10 webinars per year for the continuing professional education of librarians.
- Serve on the Executive Board of the Georgia Library Association.

Member, Advisory Committee for Reference Curriculum Review, Valdosta State University, 2016

- Invited position.
- Attended meetings, answered surveys, and provided guidance on reference curriculum.

Treasurer, Georgia Library Association, 2013-2015

- Managed all of the financial transactions of the Association including money management, budgeting, check writing, investments, invoicing, and tax preparation.
- Three year elected position.
- Served on the Executive Board of the Georgia Library Association.

Treasurer, COMO (Council of Media Organizations) Conference, 2014

- Managed all of the financial transactions for the conference including money management, budgeting, and check writing.
- Acted as main contact for conference center and hotel personnel.
- Served on the conference planning committee and assisted with planning, scheduling, logistics, and overall conference execution.

Chair, Scholarship Committee, Georgia Library Association, 2012

- Chaired one of the largest and most active GLA committees.
- Created and revised requirements for awarding all scholarships granted by the Association.
- Publicized the scholarship program and scholarship winners.
- Judged applications, awarded prizes, and administered the scholarship money.
- Organized volunteers, solicited prize donations and ran the Scholarship Raffle at the annual COMO conference. The Scholarship Raffle is the main source of funding for the scholarship program and raised over \$4,000 in 2012.

Chair, New Members Round Table, Georgia Library Association, 2011

- Responsible for creating and managing NMRT sponsored programs for the 2011 Georgia Library Association Council of Media Organizations (COMO) conference.
- Recruited volunteers for all NMRT programs and events and supervised their activities.
- Attracted new GLA members by advertising GLA and its programs and events to MLIS students.
- Liaison to the Atlanta Emerging Librarians group. Mentored and assisted library students and new librarians.
- Served on the Executive Board of the Georgia Library Association.

Vice-Chair, New Members Round Table, Georgia Library Association, 2010

- Responsible for creating and managing NMRT sponsored programs for the 2010 Georgia Library Association Council of Media Organizations (COMO) conference.
- Presented a program on personal marketing and participated in a panel discussion for paraprofessionals at the 2010 COMO conference.
- Organized and updated the NMRT sponsored Georgia Librarian Resource Center, an online resource for new librarians.

Chair, Atlanta Emerging Librarians Planning Committee, New Members Round Table, Georgia Library Association, 2008-2009

- Planned, coordinated and executed four programs per year for an active group of library students, paraprofessionals and new librarians.

American Library Association, 2008-present

Special Libraries Association—Georgia Chapter, 2009-2010

- Program committee. Planned monthly programs and quarterly networking meetings.
- Organized and planned the annual holiday party 2009 and 2010.

Presentations and Publications

- “Atlanta Emerging Librarians Encouraging Distance Education,” Georgia Library Quarterly, Fall 2009
- Atlanta-Fulton Public Library, Central Branch, August 18, 2010, Atlanta, Georgia
 - Presenter “Book Club 101: How to Start and Run a Book Club”
- Georgia COMO (Council of Media Organizations) Conference, October 14, 2010, Athens, Georgia
 - Presenter “Personal Marketing and Career Management”
 - Participated in a panel discussion “Getting Involved : Professional Organizations and the Opportunity to Make a Difference, Stay Connected and Build Relationships”
- Interviewed about the Atlanta Emerging Librarians in an ALA NMRT Footnotes article: “GLA on My Mind: Successful Initiatives of Georgia’s Library Association,” February 2010
- Interviewed for a “Member Profile” in the SLA-GA Peach State Update, March 2011
- Georgia COMO (Council of Media Organizations) Conference, October 6, 2011, Athens, Georgia
 - Participated in a panel discussion “First Year in the Trenches: Challenges and Insights from New Librarians’ First Professional Roles”
 - Presenter “We Hear You: Successful Strategies for Marketing, Implementing and Analyzing a LibQUAL Survey”

- Reece Library at Augusta State University/Augusta Public Library Staff Development Day, December 15, 2011, Augusta Public Library, Augusta, Georgia
 - Presenter “Personal Marketing and Career Management”
- New Members Round Table President’s Program, American Library Association National Convention, June 23, 2012, Anaheim, California
 - Presented a Pecha Kucha-style presentation on my personal networking experience
- Attended the Association of College and Research Libraries, Information Literacy Immersion '12 Program, Teacher Track, July 22-27, 2012, Burlington, Vermont
- Georgia COMO (Council of Media Organizations) Conference, October 4, 2012, Macon, Georgia
 - Participated in a panel discussion “Finding a Library Job (When You Have No Experience): Lessons Learned”
- Georgia COMO (Council of Media Organizations) Conference, October 16-18, 2013, Macon, Georgia
 - Keynote address at the GALILEO preconference, October 16, 2013, titled “Personal Marketing and Career Management”
 - Participated in a panel discussion “Zebras Lost in a Race Horse World: Faculty Status and Georgia Librarians”
- Atlanta Emerging Librarians Meeting, November 2, 2013, Atlanta, Georgia
 - Participated in a panel discussion “Going Pro: Success Stories”
- Atlanta Emerging Librarians Meeting, October 25, 2014, Atlanta, Georgia
 - Presenter “Leading from the Middle”
- LOEX 2015, May 2, 2015, Denver, Colorado
 - Presenter “Three Classes On Tap: Brewing Library Instruction through Collaboration”
- “Three Classes on Tap: Brewing Library Instruction through Collaboration,” LOEX 2015 Proceedings, Manuscript accepted for publication in 2017.

Awards

- 2012 McJenkin-Rheay Award, Georgia Library Association.
This award honors a librarian early in his or her career who has made outstanding contributions to the Georgia Library Association.