

John Mack Freeman

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678-953-1646

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www.johnmackfreeman.com

Work Experience

2014-Present

Programming and Marketing Coordinator West Georgia Regional Library

Primary coordinator of systemwide marketing and programming plan that encompasses 17 branches in a 5 county area with 500,000 people. Self-starter who defined this role from the ground up. Assesses current marketing and outreach efforts and make recommendations for improvements. Proactively seeks grant funding and partnership opportunities for the library system. Trains staff on technology and marketing best practices. Built and oversees regional website.

2009-Present

Web and Marketing Content Consultant Self-Employed

Produced web content on freelance basis to client specifications in technology, education, and healthcare. Wrote social media playbooks and web instructions for corporations. Developed e-commerce solutions for businesses seeking to launch an online store presence.

2011 - 2014

Circulation Assistant/Public Services Librarian Tifton-Tift County Public Library

Assisted patrons with circulation and reference needs on a daily basis. Spearheaded outreach efforts into community, including the Library Without Walls program that sought to revitalize library services by taking traditional circulation services outside the library walls. Founded and led several long-term inventory and outreach projects.

2011-2013

Production Manager/Web and Marketing Coordinator Bowen Photography, Inc.

Acted as production manager and web and marketing coordinator for a school photography business with over 150 partner schools. Managed staff to achieve production goals. Designed and produced websites, marketing materials, and other collateral as needed. Acted as training manager in all areas of technology and company policy.

2009-2010

After School Coordinator City Year Los Angeles (AmeriCorps)

Provided in-class support for at-risk students at 112th Street Elementary School in Los Angeles. Developed curriculum for use in after school program targeted towards students grades 3-5.

Skills

- Event coordination and project management
- Excellent planning and organizational skills
- Experience training and mentoring new staff in company practices and standards
- Quickly mastering new requirements to accomplish present goals
- Adept at creating, maintaining, and adapting new programs to met organization goals
- Excellent teaching and presentation skills
- Self-starter who can define own job goals and stick to personal deadlines and standards to achieve them
- Proven relationship-builder who can build teams and coordinate projects across institutional hierarchies
- Digital Skills:
 - Adobe Creative Suite (InDesign, Lightroom)
 - Microsoft Office and Open Office
 - Wordpress
 - E-commerce development
 - Technical support
 - Wiki softwares for internal business/nonprofit use
 - MailChimp
- Social networking for business and nonprofit
- Technical, grant, and copy writing
- Content marketing for business and nonprofits
- Copy editing
- Grant writing
- Photo editing and manipulation
- Excellent written and oral communication skills
- Commitment to diversity
- Volunteer management
- Mobile library services

Education

Masters of Library and Information Science

Valdosta State University - December 2013

Focus: Community Engagement in Public Libraries

GPA: 4.0

Bachelor of Arts in Theatre and English

Summa cum laude with honors

Shorter College

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Professional Accomplishments

- Created and implemented branding guidelines for West Georgia Regional Library. Trained staff to follow new guidelines, to use new tools, and to understand the reason and benefits behind this change.
- Elected to the Executive Board of the Georgia Library Association.
- Spearheaded effort to pursue creativity education grants and orchestrated four grants as principal grant writer and co-project lead that received a combined \$30,000 in funding in October 2015 through the ALSC Curiosity Creates program.
- Assist with the ongoing strategic planning process at the West Georgia Regional Library by serving as a principal writer on our Policies and Procedures Team and as a member of our Strategic Planning Team.
- Completely rebuilt the West Georgia Regional Library website (<http://www.wgrl.net>) to make it more user-friendly.
- Redesigned the GLBT News blog (<http://glbtrt.ala.org/news>) in conjunction with the newsletter, web, and executive committees of the GLBTRT from a quarterly newsletter to a weekly blog format.
- Developed Library Without Walls program that allows the Tifton-Tift County Public Library to create pop-up libraries to increase library visibility in community and to pioneer new services. Currently being used to establish revolving libraries at area assisted living facilities and to sign up newly paroled citizens with library cards.
- Authored the International Social Media Playbook for a Fortune 100 company.
- While in AmeriCorps (2009-2010), acted as Executive Director and principal Program Lead of Camp City Year - Watts, a spring break camp that engaged 125 students through physical activity, education, and social awareness at 116th Street Elementary School during their Spring Break.

Professional Organizations

- American Library Association (2011-present)
- American Library Association Gay, Lesbian, Bisexual and Transgender Roundtable (2011-present)
 - Blog Administrator (2012-2014)
 - Newsletter Committee (2012-2014)
 - Newsletter Book Reviewer (2011-present)
 - GLBT News Editor (2014-2015)
- American Library Association Games and Gaming Roundtable (2013-2015)
 - Will Eisner Graphic Novel Growth Grant Jury Member (2014)
- American Library Association Intellectual Freedom Committee (2015-2017)
- American Library Association Intellectual Freedom Roundtable (2014-present)
- American Library Association Office of Intellectual Freedom *In Libris Libertas* Editorial Board (2015-present)
- American Library Association Sustainability Round Table (2015-present)
- Freedom To Read Foundation (2014-present)
- Georgia Library Association (2011-present)
 - 2nd Vice President/Membership Chair (2016)
 - ALA Midwinter 2017 Welcome Committee (2015-2017)
 - Scholarship Committee (2014), Vice-Chair (2015), and Chair (2016)
 - COMO Conference Program Committee (2014)

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Awards

- 2015 ALA Emerging Leader
American Library Association (Sponsored by GLBT
Round Table of ALA)
January-June 2015
- Gordon M. Conable Conference Scholarship
Freedom to Read Foundation
April 2014
- Charles Beard Scholarship
Georgia Library Association
August 2013

Presentations

- Georgia Council of Media Organizations (October 2015)
Topic: Being Who They Say You Are: Personal Branding for the New LIS Professional
- Georgia Council of Media Organizations (October 2015)
Topic: Three Approaches to Early Literacy
- American Library Association Annual Conference (June 2015)
Topic: Poster Session-NMRT Footnotes Revamp
- American Library Association Midwinter Meeting (January 2015)
Topic: Blood Donations: Facts, Fears, and Discrimination
- Georgia Council of Media Organizations (October 2014)
Topic: Better Services by Leaving People Out: How Segment Marketing Can Increase Access
- Valdosta State University Graduate Research and Scholarship Symposium (April 2014)
Topic: How Targeted Marketing Impacts Access Ideals: An Analysis of John Cotton Dana Public Relations Award Winners from 2009 to 2013

Publications

- ***Intellectual Freedom Blog*** (ALA Office of Intellectual Freedom Blog)
Contributor every six weeks for blog posts related to current events in intellectual freedom with a special focus in privacy and international concerns.
- ***GLEAN Magazine*** (Georgia Public Library Service Continuing Education Blog)
“A Love/Hate Relationships With Webinars,”
“Making the Best of Staff Training Time”
“Start Unifying Your Libraries Look and Feel”
“I Don’t Care About Your Services, But I’d Love to Hear Your Solutions”
“Penny Pinching Print Shop: Stretching Marketing Dollars By Bringing Production In-House”
“Don’t Get Caught Unawares: Planning a Marketing Calendar”
“Don’t Go It Alone: The Role of Networking in Continuing Education”
“The Incredible Fullness of Library Holidays”
November 2014-November 2015
- ***GLBT News*** (News Blog of the GLBT Round Table of the American Library Association)
Over 200 aggregated articles related to GLBT news and over a dozen pieces of original content commenting on GLBT and library news.
January 2014-present
- ***American Libraries***
“On My Mind: Are Libraries Really Serving ‘Everyone?’” (with Ann K. Symons)
June 2015
- ***Public Libraries***
“It’s What Works: Outreach to Probationers and Parolees” (with Victoria Horst)
Sep/Oct 2014 issue