

John Mack Freeman

678-953-1646

johnmackfreeman@gmail.com

www.johnmackfreeman.com

Work Experience

2017-Present

Branch Manager

Gwinnett County Public Library

Branch manager of Peachtree Corners branch of the Gwinnett County Public Library. Primarily responsible for supervising and leading 15-person staff to meet library goals and to provide public library service to a community of 45,000 people.

2014-2017

Marketing and Programming Coordinator

West Georgia Regional Library

Primary coordinator of systemwide marketing and programming plan that encompasses 18 branches in a 5 county area serving 475,000 people. Created and defined this role from the ground up. Assesses current marketing and outreach efforts and implements plans for improvement. Proactively seeks grant funding and partnership opportunities for the library system. Trains staff on technology and marketing best practices. Built and oversees library system website.

2009-2016

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

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. Founded and led several long-term inventory and outreach projects.

2011-2013

Production Manager/Web and Marketing Coordinator BPI, Inc.

Oversaw production, marketing, and web presence for school photography business with approximately 150 partner schools. Managed staff to achieve production goals. Designed and produced websites, marketing materials, and other collateral as needed.

Education

Masters of Library and Information Science

Valdosta State University - December 2013

Focus: Community Engagement in Public Libraries

Bachelor of Arts in Theatre and English

Summa cum laude with honors

Shorter College - May 2009

Skills

- Event coordination and project management
- Excellent planning and organizational skills
- Excellent teaching and presentation skills
- Self-starter
- Digital Skills:
 - Adobe Creative Suite (InDesign, Lightroom)
 - Wordpress
 - E-commerce development
 - Wiki softwares for internal business/nonprofit use
 - E-newsletter
- Social networking for business and nonprofit
- Technical, grant, and copy writing
- Content marketing for business and nonprofits
- Photo editing and manipulation
- Excellent written and oral communication skills
- Commitment to diversity
- Volunteer management
- Mobile library services

Awards and Honors

- PINNACLE Leadership Development Program (2017)
Georgia Public Library Service
- ALA Emerging Leader (2015)
American Library Association
- Gordon M. Conable Conference Scholarship (2014)
Freedom to Read Foundation
- Charles Beard Scholarship (2013)
Georgia Library Association

John Mack Freeman

678-953-1646
johnmackfreeman@gmail.com
www.johnmackfreeman.com

Publications

- ***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.
- ***Intellectual Freedom Blog*** (ALA Office of Intellectual Freedom Blog)
Contributor. 2016-present
- ***GLEAN Magazine*** (Georgia Public Library Service Continuing Education Blog)
Contributor. November 2014-November 2015
- ***GLBT News*** (News Blog of the GLBT Round Table of the American Library Association)

Professional Involvement

- American Library Association (2011-present)
- ALA GLBT Roundtable (2011-present)
 - Blog Administrator (2012-2014)
 - GLBT News* Editor and Chair (2014-2016)
 - Stonewall Book Award, Chair (2017)
- ALA Intellectual Freedom Committee (2015-2017)
- ALA Intellectual Freedom Roundtable (2014-present)
 - Chair-Elect/Chair (2017-2019)
 - Director-at-Large (2016-2017)
- Association of Library Services to Children (2016-present)
 - Committee on Library Services to Special Populations and their Caregivers (2016-2018)
- Freedom To Read Foundation (2014-present)
- Georgia Library Association (2011-present)
 - Vice President for Membership (2016-2017)
 - ALA Midwinter 2017 Welcome Committee (2015-2017)
 - Scholarship Committee (2014), Vice-Chair (2015), and Chair (2016)

Presentations

- Georgia Libraries Conference (October 2017)
Topic: PINNACLE Leadership Development Presentation-Computer Says No: How Library Policies Shape Access
- Children’s Share-A-Rama (March 2017, Keynote)
Topic: YES Camp: Creating a Young Engineers and Scientists Camp at Your Library
- American Library Association Midwinter Meeting (January 2017)
Topic: Coalition & Resource Sharing: Using the June is GLBT Book Month campaign to build advocacy and relationships
- Georgia Council of Media Organizations (October 2016)
Topic: How to Get Involved with ALA
- Georgia COMO (October 2016)
Topic: Creating Curiosity: How Five Libraries Brought Creativity Educations to Their Tweens (and how you can too!)
- Carterette Webinar Series (August 2016)
Topic: Maximizing Outreach Without Maxing Out: No-to-Low Cost Ways of Getting Your Library’s Message Out There
- Georgia COMO (October 2015)
Topic: Being Who They Say You Are: Personal Branding for the New LIS Professional
- Georgia COMO (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