

BARRY FALLS JR

Brand Builder // Librarian // Digital Marketer // Journalist

EDUCATION

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Master of Arts // Library and Information Science 2017 // Studied Information Technology

UNIVERSITY OF NORTH CAROLINA AT CHARLOTTE

Bachelor of Arts // Sociology 2014 // Minor: Journalism
Certificate in Business Entrepreneurship

SKILLS & STRENGTHS

Website Design
Research, Writing, and Editing
Email Marketing and Automation
Blogging, SEO, and Copywriting
Editorial Management
Social Media Management
Content Marketing
Graphic Design
Program Assessment
Ebook Publishing
Customer & Client Service
Project & Program Management

TECHNOLOGY

Adobe Photoshop
Adobe InDesign
WordPress
Facebook Marketing
Instagram Marketing
Data Analysis
Microsoft Word
Microsoft Excel
Shopify
Mailchimp
Kindle Direct Publishing
Digital Photography

EXPERIENCE

ATKINS LIBRARY // May 2011 - February 2018 Roaming Services Supervisor

- Managed eight part-time employees, who staffed a holistic library service that aimed to assist patrons with resources and programs on a peer-to-peer level
- Oversaw the library's student billing and assisted college students with assessing their library fines
- Worked with other service coordinators to develop standardized training modules for student workers through in-person and online learning management tools
- Served on multiple committees that produced the organization's marketing, outreach, and communications efforts

KEY ACHIEVEMENTS:

- Created the roaming service program based on in-depth research and years-long assessment methodologies
- Presented academic research at five library conferences and authored a chapter of an ACRL book on mobile technology

FREELANCE CONTENT CREATOR & DIGITAL MARKETER May 2011 - Present

- Design websites for consulting agencies, authors, and entrepreneurs that are designed to engage users, attract clients, and automate conversion processes
- Craft copy for online entrepreneurs to bring in new audiences and drive traffic to their website or platform

KEY ACHIEVEMENTS:

- Ghostwrote blog posts for successful podcasters in such fields as entrepreneurship, e-publishing and health
- Helped small start-ups understand how to craft captivating SEO content for their audience and build their email lists

REPORTER & PHOTOGRAPHER // March 2012 - Nov 2013 Yahoo! News

- Recruited to report on American politics from a college student's perspective; attended conventions, conducted in-depth interviews and produced content on regional and national events

KEY ACHIEVEMENT:

- Won Yahoo! News' Spotlight Award for Exceptional Storytelling