

BARRY FALLS JR

Librarian // Research Specialist // Digital Resource Coordinator

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

Library Instruction
Research, Writing, and Editing
Program Assessment
Customer & Client Service
Project & Program Management
Strategic Initiatives
Faculty Collaboration
Technology Literacy Instruction
Community Engagement
Teamwork & Self-Management
Policy & Procedure Analysis
Technology Integration

TECHNOLOGY

Ex Libris Software
OCLC Search
Google Drive and Calendar
Adobe Photoshop
Adobe InDesign
Data Analysis
Microsoft Word
Microsoft Excel
Digital Photography
Social Media

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