

Summary of Qualifications

- Award winning Senior Librarian – Adult Services for both the NYPL’s largest circulating library and Business branch.
- Over twenty years of sales and marketing experience, offline, online and via social media.
- Over twenty-five years of customer service experience.
- Excellent written and oral communication skills, comfortable with a diverse clientele and a wide range of topics.
- Has presented and instructed in a variety of environments including the ALA annual conference and in Xi’an, China.
- Experienced freelance photographer/editor, both still and video with well over one million combined Youtube views.
- Experience designing multimedia educational content in a variety of formats including still, video, interactive Powerpoint and GIF.
- 20 presentations (domestic and international), 4 publications and 6 national level conference write-ups.
- Well versed in a variety of databases including eMarketer, IBISWorld, Reference USA, Statista and many others.
- “Digital Outreach Manager”, “Production Assistant” “Photographer” and “Cinematographer” for 2013 Sundance Documentary “99%: The Occupy Wall Street Collaborative Film.”

Education

- ✓ Master of Library Science, SUNY at Buffalo, May, 2011
- ✓ Bachelor of Arts Philosophy, SUNY Purchase College, May, 2002

Work History

The New York Public Library – 58th Street Branch

08/2015-Present Senior Librarian-Adult Services

- Also worked at Mid-Manhattan/Stavros Niarchos Foundation Library (the largest circulating library in the system) and the Science, Industry & Business Library Branches.
- Providing reference service and resource recommendations using print and digital materials.
- Attending conferences and webinars to stay up to date on subject matter and industry trends.
- Utilizing knowledge of adult learning theories to instruct and encourage digital literacy and technology skills to adult patrons in and out of the classroom.
- Conducting resume reviews and providing job search advice.
- Implementation of in-library programs, social media campaigns and program livestreams.
- Hosting a variety of programs from author talks to English conversation hour to photography sessions, in person and online.
- Virtual programming creation, implementation and promotion during pandemic closure.
- Popular blog series “[What Are You Reading](#)” features interviews with celebrities and authors.
- Original program “Picture Yourself Online!” received the 2018 LIRT Innovation in Instruction Award.
- General liaison for annual one-day conferences and events at SIBL.
- Shooting and editing video for the New York StartUP! Business Plan Competition.
- Pulling holds, weeding, and managing print and CD/DVD collections.

New York University –West Village, NY

Remote Reference Adjunct

01/2013-present

- One of their longest running Virtual reference Ask A Librarian Adjuncts, answering general reference questions remotely.

Instruction Adjunct for NYU Shanghai Campus

09/2020- 05/2022

- Temporary position created to assist with the disruptions caused by the pandemic and to fill a variety of roles while the school found full-time in-person employees in Shanghai.

- Utilizing instructional design knowledge to create multimedia educational resources on Source Genres, Rhetorical Evaluation, Citations, and other topics available as interactive Powerpoints and narrated video tutorials.
- Remote instruction of students in a variety of classes on accessing library materials, and basic research skills.
- Creation of virtual handouts, lesson plans, and evaluation instruments for these classes.
- Virtual chat reference, one-on-one (or with small groups) video consultations, and assisting faculty and staff.

Adjunct Business Reference Librarian

01/2013-06/2015

- Handled business reference virtually and in person in a busy digital commons environment.
- Updated and troubleshot Virtual Business Library FAQ content.
- Produced video-based instructional modules for the library website and several YouTube channels.
- Consulted on various video tutorial and educational media projects.
- Filmed, edited and posted *UCommons* Salon guest speaker series.
- Edited and updated Libguides, including the addition of Qualtrics surveys

Freelance Work

Photographer/Videographer

05/2004 - Present

- Shot, stored, organized and archived well over 3TB of digital video and photography.
- Broke a million total Youtube views in January of 2022.
- Covered Occupy Wall Street, Flight 1549, Arizona wildfires, and numerous performances.
- Work has appeared in the New York Times, Sound & Vision Magazine, G4 Network, The Museum of the City of New York, Blarney TV, The Welsh Internationalist, and was used in the Sundance documentary "99%: The Occupy Wall Street Collaborative Film".
- Created Youtube channel [TutorialSmith](https://www.youtube.com/channel/UC...) to help friends, family and public, reaching over 160,000 views as of September, 2024.

Graphic Designer, Retoucher, Color Corrector, Web- optimizer & Digitizer

09/2005 - Present

- Photograph and slide scanning, restoration and color correction for print and web optimization.
- Graphic design, layout, logo, poster, postcard and promotional materials creation.
- Digitization of issues of the Northeast Historical Archaeology Journal, including delicate one of a kind issues from the 1970's.
- Digitization of family histories, including that of the President of the French Institute Alliance Française in New York City.
- PDF creation, cropping and optimization including metadata implementation and Optimal Character Reading.
- Audio and video cassette digitization.

Authored

- "Online Video Tutorials and Interlibrary Resource Sharing: A Model for Understanding the Role of Internet Video in Library Science and Education" chapter in IGI Global's *Technology-Centered Academic Library Partnerships and Collaborations* (2016) with Jaclyn A. McLaughlin and Cynthia Bertuca
- "From Big City Academic Library to Big City Public Library" chapter in *Career Transitions for Librarians: Proven Strategies for Moving to Another Type of Library* Edited by Davis Anderson and Raymond Pun for Rowman & Littlefield (2016)
- "Library Research for the 99%: Reaching Out to the Occupy Wall Street Movement" *The Urban Library Journal*, Vol 19 Issue 1 (2013) with Darcy Gervasio and Angela Ecklund
- Nielsen, Tom. *Takin' It To The Streets: myMETRO Researchers Bring Library Science Skills and Expertise to NYC Communities*. *The Global Librarian*. 2013 (Contributor)
- Co-authored a successful Regional Bibliographic Databases and Interlibrary Resources Sharing Program (RBDB) grant and lengthy follow-up report, with Jaclyn A. McLaughlin