

Charlene V. Martoni

Current Employment

Skills & Expertise

Campus & Community Outreach
Circulation & Research Help
Co-curricular Design
Diversity & Inclusion Initiatives
Employee Development
Evidence-based Assessment
Information Literacy Instruction
Instructional Design
Internship & Curriculum Design
Library Management
Library & Social Media Marketing
Patron/Customer Relations
Performance Review
Programming & Event Planning
Project Management
Student Assistant & Clerk Supervision

Education

Information Science, MS
SUNY Albany • EDG: 2019

Journalism, BA
SUNY New Paltz • 2013

Adolescence Education, BA
SUNY New Paltz • 2013

Certifications

Initial NYS Teaching Certification
Secure the Human Cybersecurity
The Needs of Children with Autism
Violence Prevention & Training

Memberships

New York Library Association
New York Library Assistant's Association
SENY Library Resources Council
National Council of Teachers of English

Awards

2016 NYLA Dewey Scholar

SOJOURNER TRUTH LIBRARY • New Paltz, NY

Interim Library Clerk III/Circulation Manager

08/2018–Present

Supports library workflow by managing clerks and student assistants

NOTABLE ACCOMPLISHMENTS

- Facilitated the development of an interdepartmental student assistant attendance policy and tracking system
- Established formal, theory-based training programs for student assistants and supervisors
- Developed an engaging student assistant orientation and informational tour

MAIN RESPONSIBILITIES

- Manage the operation of the Front Desk and Circulation Department
- Recommend and implement policies and procedures for user-access
- Enforce library policies and negotiate bill and fine disputes
- Allocate responsibilities to staff
- Develop, conduct, and revise staff trainings
- Prepare work schedules for clerks and student assistants
- Track attendance of 40+ student assistants
- Monitor performance and provide constructive feedback

Social Media Manager & Internship Director

2016–Present

Maximizes use of library space and services by maintaining an engaging, inviting social media presence

NOTABLE ACCOMPLISHMENTS

- Established the first assessment-based social media strategic marketing plan for the library
- Cultivated a unique brand for the library by collaborating creatively with campus-wide departments
- Developed an inquiry-based internship, which has launched over 15 careers
- Will be presenting the social media plan and internship at the 2019 SENYLRC Marketing Day

MAIN RESPONSIBILITIES

- Convey a well-rounded representation of library services, resources, and events by collaborating with all library departments, in addition to departments across the SUNY New Paltz Campus
- Maintain a two-way avenue of communication on the library accounts in support of patron service
- Stay current in a dynamic Web 2.0 environment by collecting social media data, analyzing engagement, and continuously revising the library's social media plan
- Research and implement social media best practices specific to libraries and other academic institutions
- Advise librarians and library administrators on matters relating to social media communications

Charlene V. Martoni

Outreach & Programming Librarian/Social Media Specialist

Current Employment (continued)

SOJOURNER TRUTH LIBRARY • New Paltz, NY

Evening and Weekend Front Desk Supervisor (2015–Present)

Supports access to library collections by working in a small team to manage the library's 40-person student workforce

NOTABLE ACCOMPLISHMENTS

- Digitized the Circulation Department workflow and communication system
- Developed a hierarchy and tracking system to ensure fair and efficient delegation of student assistant work

MAIN RESPONSIBILITIES

- Guarantee equitable access to resources and friendly patron service by supervising the Front Desk
- Enforce current library policies during evening and weekend shifts by communicating effectively and professionally
- Assist patrons in searching for resources in the library catalog and databases, finding materials in the library building, and using library technology and equipment
- Send invoices for collection replacements and process patron fines and fees
- Maintain a relevant book display at the Front Desk by keeping current with campus topics

Previous Library Experience

SOJOURNER TRUTH LIBRARY • New Paltz, NY

One Book/One New Paltz Committee Chair & Webmaster (2015–2017)

Collaborates with community volunteers to select an annual community read and curate programming

- Facilitated bi-monthly meetings in order to select community-oriented reading materials
- Ensured the development of programming for people of diverse ages, identities, and cultural backgrounds
- Designed print advertisements, and designed & maintained a Wordpress-based website

Textbook Collection Manager (2015–2017)

Supports student achievement by securing access to donated textbooks through reserve loan

- Increased annual textbook donations by:
 - Collaborating with the campus sustainability coordinator to set up drop-off points in residence halls
 - Communicating with academic department heads to classify textbooks according to course use
 - Designing a student-oriented LibApps page and dynamic print advertisements

Temporary Circulation Supervisor (2014)

Supervises student assistants in the Circulation Department

- Designed the "Task Log," which has been used for about four years to track task delegation

Student Supervisor (2011-2013)

Maintains Front Desk workflow by delegating tasks to student assistants equitably

- Conceptualized the Super Oversize Section, a solution for crowding in the Oversize Section

Student Assistant (2010)

Circulates materials at the Front Desk, shelf-reads, shifts, and supports other library projects

Charlene V. Martoni

Outreach & Programming Librarian/Social Media Specialist

Teaching Experience

NEW PALTZ MIDDLE SCHOOL LIBRARY • New Paltz, NY

Librarian's Assistant (2017)

Provides curriculum support and resource services for classroom educators

- Developed and executed an assessment-based unit on bullying

NEW PALTZ, RONDOUT, & SAUGERTIES SCHOOL DISTRICTS • Hudson Valley, NY

Substitute Teacher (2013-2014)

Supports full-time educators by executing pre-planned lessons and managing student behavior

RONDOUT VALLEY MIDDLE SCHOOL • Accord, NY

ELA Student Teacher (2013)

NEW PALTZ HIGH SCHOOL • New Paltz, NY

ELA Student Teacher (2013)

MEADOW HILL SCHOOL • Newburgh, NY

After-school Teacher's Assistant (2011)

News & Editorial Experience

VISITVORTEX/WEDDINGVORTEX • Hudson Valley & Catskills, NY

Editor (2015-2016)

Collaborates with a team to publish fresh content for a seasonal magazine and its annual wedding issue

- Coached writers through the writing process
- Reported, wrote, fact-checked, and edited feature articles
- Hired a team of new writers, aimed at increasing the overall quality of writing and reporting for the magazine

THE WATERSHED POST • Catskills, NY

Freelance Reporter & Writer (2013-2016)

Reports, writes, fact-checks, and edits news and feature articles for a hyperlocal newspaper

THE JOURNAL NEWS • Rockland & Westchester, NY

Freelance Reporter & Writer (2011)

Reports, writes, fact-checks, and edits news and feature articles for a daily print newspaper

Charlene V. Martoni

Outreach & Programming Librarian/Social Media Specialist

Recent Volunteer Service

TheSkimm

Brand Ambassador (2018-Present)

100 Poems For 100 Voices

Editor (2018-Present)

Tell Every Amazing Lady

About Ovarian Cancer

Team Captain and Fundraiser

(2015–Present)

American Foundation for

Suicide Prevention

SUNY New Paltz

Out of the Darkness Walk Chair

(2011–2013)

- Raised over \$8,600 for the foundation

Alternative Spring Break

Participant in the Pilot Program (2011)

CONTACT

Phone: 845-287-9356

Email: cvmartoni@gmail.com

Website: cvmartoni.com

Social

[linkedin.com/in/cvmartoni](https://www.linkedin.com/in/cvmartoni)

[instagram.com/feministlibrarian](https://www.instagram.com/feministlibrarian)

twitter.com/cvmartoni

Technological Proficiencies

LIBRARY

- ALEPH
- Asana
- Database Queries
- Google Calendar
- Google Docs
- Google Forms
- Google Sheets
- ILLiad
- LibApps
- Microsoft Suite
- Resource Services
- WorldCat

SOCIAL MEDIA

- Facebook
- Iconosquare
- Instagram
- Later
- LinkedIn
- MailChimp
- Pinterest
- Snapchat
- Tagboard
- TweetDeck
- Twitter
- Youtube

MULTIMEDIA

- Adobe InDesign
- Adobe Photoshop
- Audacity
- Canva
- Final Cut Pro
- Microsoft Publisher
- Procreate
- WordPress