

CARRIE RAINES

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SUMMARY OF QUALIFICATIONS

Goal-driven and self-motivated professional with a background in public relations/library marketing. Demonstrated talent for cultivating strong working relationships with co-workers, library partners and stakeholders while supporting library strategic goals and upholding library mission and vision. Highly-organized and creative with proven ability to identify opportunities that advance the library's objectives. Strong project management and team leading skills.

Technical proficiencies: Adobe Creative Suite, Wordpress, Orange Boy, Microsoft Office programs, SharePoint, Southern Maryland Regional Library Association Online Resources and Polaris; extensive experience initiating and maintaining a portfolio of social media accounts including Facebook, Twitter, Flickr, YouTube and others; Certified Hootsuite professional and excellent researcher.

PROFESSIONAL EXPERIENCE

CALVERT LIBRARY – Prince Frederick, Maryland
Library Marketing Specialist

December 2015 - Present

Plan, coordinate and manage marketing campaigns for Calvert Library. Responsible for web design and management; email marketing; marketing collateral both digital and print; project management; graphic design; monitoring budget; organizing and staffing special events; monthly talking points; annual report creation; and leading project teams.

- ◆ Successfully implemented the Calvert Library Storytime Tote project for 12 childcare providers in Calvert County as co-lead of the Early Literacy Outreach and Marketing Team. This project assists providers in preparing their children for Kindergarten. The project will expand to 12 more providers next year.
- ◆ Create and manage successful Orange Boy email marketing including ongoing New Card Holder campaign, "Occasionals" ongoing campaign, monthly report to management, targeted emails for specific events, CLambassadors campaign and monthly customer newsletter. Results include increasing new cardholder retention rate to 50% and consistently filling program registrations.
- ◆ Efficiently managing Communico calendar project for Calvert Library.
- ◆ Managed website project implementing a new website that staff, administration and customers find appealing and easy to use.
- ◆ Designed successful and money-saving marketing collateral to include:
 - o New welcome brochures in English and Spanish
 - o Tween/Children's event brochure that replaced individual flyers for all tween, children's and Storytime events saving staff time and money.
 - o Design event graphics used on all platforms: in-house digital displays, eNewsletters, print newsletter, Facebook events, and flyers when needed for outside marketing.

CALVERT LIBRARY – Prince Frederick, Maryland
Web Design & Public Services Librarian

December 2012 – 2015

Position 50% librarian and 50% marketing .

- ◆ Web design and management
- ◆ Team leadership
- ◆ Librarian in Charge supervisor
- ◆ Monthly eNewsletter design and creation
- ◆ Monthly print newsletter design and creation
- ◆ Graphic design
- ◆ Annual report creation
- ◆ Local public school book club
- ◆ Reference librarian
- ◆ Children's department
- ◆ Circulation department

CALVERT DESIGN GROUP, INC. – Chesapeake Beach, Maryland **January 2002 – December 2012**
Co-Founder/President

Create websites and social media marketing campaigns for clients in a small web design business. Responsible for interfacing with clients; developing customized marketing strategies; producing corresponding print materials; and performing daily organizational tasks such as inventory management, payroll, purchasing, scheduling and invoicing.

- ◆ Grew client base and integrated social media campaigns that resulted in profit increases of 25%.
- ◆ Spearheaded redesign of website and creation of social media platforms, including Facebook and Twitter, for a national best-selling science fiction author. Trained author in use of accounts, connecting them for easy maintenance; his work is now a top-selling book on Audible.com with a rapidly growing fan base.
- ◆ Collaborated with county tourism representatives to develop website and social media campaign for Calvert, St. Mary's and Charles counties that were well-received by client; recognized by client for outstanding service, professionalism and quality.
- ◆ Instituted use of QuickBooks program, which facilitated the completion of accounting tasks and ensured accuracy.
- ◆ Widened company exposure and boosted its reputation by organizing successful trade show events.
- ◆ Company selected from ten nominees as Calvert County Chamber of Commerce New Business of the Year in 2005.

THE PAMPERED CHEF – Chicago, Illinois
Consultant/Director

August 1997 – September 2003

Joined this national home sales company to sell unique kitchen products at home-based shows; later promoted to director due to effective listening, selling and training abilities. As director, recruited and mentored six to ten downline consultants by providing training and ongoing support through weekly calls and monthly meetings. Practiced recipes, scheduled shows, placed orders and provided customer service.

- ◆ Consistently achieved sales above the national average.
- ◆ Provided guidance and support to downline consultants, resulting in two consultants receiving promotions to the director level.
- ◆ Created marketing materials and strategies that promoted Pampered Chef shows and products; delivered theme shows that attracted buyers and future bookings.

LNT ENTERPRISES, INC. – Camp Springs, Maryland
Office Manager

April 1994 – April 1997

Small business offering car wash products and repair services to major auto rental companies such as Hertz and Avis. Responsible for organizing and coordinating all day-to-day office operations including creating invoices, maintaining inventory, responding to customer calls, scheduling employee hours, arranging travel plans, completing payroll and performing daily accounting tasks.

- ◆ Introduced Peachtree accounting software, which significantly improved tracking of invoices and aided in the timely payment of outstanding bills.
- ◆ Played integral role in the design and implementation of the company website that enhanced market presence and increased sales.
- ◆ Credited with quickly resolving issues due to prompt, friendly customer service.

EDUCATION, CERTIFICATIONS & ASSOCIATIONS

UNIVERSITY OF MARYLAND

College Park, Maryland

Bachelor of Science in Marketing

PROFESSIONAL MEMBERSHIPS:

- ◆ Maryland Library Association
 - Chair, Marketing Committee
- ◆ American Library Association
- ◆ University of Maryland Lifetime Alumni Association Member

CERTIFICATION:

- ◆ Library Associate Training Institute May 2015
- ◆ Working toward project management certification