

Cindy F. Wolfe

Print & Digital Designer

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Experience

Head of Adult Programming, Publicity and Outreach

Great Neck Library - Great Neck, NY

June 2022 to Present

Coordinates, schedules and covers adult programs for the main building and its three branches. Maintains and makes contact with new and current presenters and vendors for educational and outreach programs for adult patrons. Oversees the Programming and Outreach Department which includes management of the Programming/Editorial Assistant and Webmaster/Social Media Coordinator. Assists in marketing needs as necessary in accordance with the previous title.

Social Media Coordinator

Great Neck Library - Great Neck, NY

October 2014 to June 2022

Editor and designer of newsletter, posters, mailers, annual report, and other outreach material for the main building and its three branches. Compiles publication schedules for outreach material and statistics for all programs. Maintains social media presence on Facebook, Twitter, Instagram and TikTok. Creates weekly e-mail blasts for subscribers via MailChimp. Manages organization's website, online event calendar with EventKeeper, online library catalogs via Encore and Webpac, and intranet, including domain access. Utilizes other external publicity technology for in-house signage such as ScreenCloud.

Freelance Designer

March 2011 to Present

Designs print newsletters, event flyers, fundraising deliverables, and web graphics on a monthly basis for NFPs such as Mystic & Noank Library (*May 2016 - March 2019*), Island Trees Public Library (*2011-19 and as of 2022*), and Waterford Public Library in CT (*May 2022*). Creates event flyers and assists with e-mail marketing for Conversations New York (*2018-22*).

Design Intern

Craftwell, Inc. - Great Neck, NY

August 2010 to September 2010

Assisted the art department with designing web pages, brochure layouts, and creating illustrations for their brand of papercraft cutters.

Education

Master of Arts in Digital Game Design and Development

Long Island University, C.W. Post Campus - Brookville, NY

September 2011 to May 2013

Bachelor of Fine Arts in Digital Art and Design

Long Island University, C.W. Post Campus - Brookville, NY

September 2007 to May 2011

Skills

- e-mail Marketing via MailChimp (10+ years)
- Graphic Design (10+ years)
 - Canva, Illustrator, InDesign, Photoshop, QuarkXPress
- Microsoft Office (10+ years)
 - Excel, Word and PowerPoint
 - Publisher (1 year)
- Social Media Marketing (10+ years)
 - Facebook, Twitter, Instagram, TikTok, YouTube
- Video Editing (2 years)
 - After Effects, ClipChamp
- Web Design (10+ years)
 - CSS, HTML, WordPress
 - CSS3 (5 years)
 - HTML 5 (4 years)
 - Javascript (2 years)

Awards

Gold Winner

36th Annual Student BOLI

April 2009

Groups

Co-Chair

NCLA Website Committee

April 2018 to Present

Co-Chair of Publicity

NCLA Pop Culture Committee

July 2015 to Present

Co-Chair of Publicity

LIPopCon

July 2015 to May 2018

IGDA

April 2016-17

/data ('slashdata') Developers

Panel

August 2015-20

References available upon request.