

Heather A Teysko

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Objective: To continue growing my professional skills within the library industry in a management position with a forward thinking, technology focused library or consortium

Previous Experience:

2020 - present Self Employed Library Marketing Consultant

Working with libraries and library organizations on online marketing and social strategy:

Library Lever - Serve as the Director of Engagement for this brand new library consortium specializing in developing new technology companies and vendor relationships to bring discounts to member libraries. Standing up a member portal community, organizing live training events, and hosting, editing, and producing the podcast *Common Stacks*. Also responsible for launching and developing a social media strategy and channel content.

The **State Library of Hawaii** - social media strategy workshop.

The **American Library Association** - podcasting for libraries online workshop. The workshop was so popular, it was scheduled several more times.

LYRASIS - The Palace Project Implementation Strategist developing marketing and training materials for patrons and staff who are implementing the Palace ebook app hosted with LYRASIS, and funded in part through a Knight Foundation grant. Created an online hub of images, press release templates, training videos, and a Launch Kit in a Box with materials directed at various types of patrons including rural libraries, Spanish speakers, senior citizens, entrepreneurs, and parents.

2021 served on the **CLA conference marketing committee**

2015 - present Self Employed Writer and Podcaster

The *Renaissance English History Podcast* (englandcast.com) is the longest running independent history podcast, created as a passion project in 2009. In 2021 it was *Podcast Magazine's* September Podcast History of the month. In 2015 I began to focus seriously on growing and monetizing my show, and to date I have:

- Created over 200 biweekly episodes that have received over 4 million downloads. I write (approximately 3000 words), host, and edit each episode completely on my own
- Built an online social following of over 55,000 people (facebook.com/englandcast)
- Built an email list of over 10,000 people

- Created the first online conference for Tudor history, the Tudor Summit, providing interviews with leading Tudor authors and historians; it receives over 1000 attendees each year
- Published several books, both fiction (*Sideways and Backwards, a Novel of Time Travel and Self Discovery*) and non-fiction, including the *Tudor Planner*, a weekly/monthly planner with Tudor facts for each week and month, wrapped up in a cover based on a medieval manuscript. The Tudor Planner is in its 7th year, and sells over 1500 copies each year, with me doing all the design and production
- Created and produced the world's first TudorCon, a three day event in Pennsylvania bringing together leading authors, historians, and entertainers with Tudor history enthusiasts
- Gave talks about podcasting and community building at the Sound Education conference at Harvard University, and the Tribe Conference in Franklin, TN

2005-2015

Califa Library Group

Assistant Director

The Califa Library Group is the largest library consortium in California, with over 220 members and 1,200 branches. As the Assistant Director I developed new projects and services that would benefit members including:

- Leading Califa in the ***enki eBook library project***, the first open source library eBook platform owned by a statewide consortium, and a statewide shared collection of titles purchased directly from publishers. Negotiated content purchases from over 100 publishers, worked with the technology group to build the platform, and created a business model that would lead to a sustainable end product
- Negotiating contracts for group purchases with *over 50 vendors* that saved libraries over \$4.2 million in 2013-2014. Worked with staff to create marketing and outreach plans for new vendors, and supervised contract renewals each year
- Created the *Califa Vendor Fair*, an in-person showcase of new and leading vendors
- Created the *Edgy Librarian*, an online virtual conference that brought together leading projects from around the country in a day of social online learning that libraries could watch remotely
- Managed staff and assisted with administrative duties such as grant writing and submissions, preparing reports, and invoicing
- Attended and spoke at conferences as needed, such as regular presentations at the California Library Association meetings, where I also served on the Conference Fundraising Committee

Education

Millersville University, 1998

Bachelor of Arts, History

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Languages

Spanish to B1 level

German to A2 level

Special Software Skills

Audio editing software including Audacity and Garage Band

Basic video editing on iMovie and Filmora

InDesign, Canva and PicMonkey for design work

Website skills including WordPress, Shopify, and SquareSpace

Online Marketing and course developing software including MailChimp, Kajabi, Teachable, Constant Contact, and Thinkific

Social Media scheduling software including Hoostuite, and Coshedule

Online community software including Mighty Networks and Circle