

# Cindy Simeti

## 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 (as of 2018).

#### 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

- Adobe Creative Suite (7 years)
- Adobe Dreamweaver (2 years)
- Adobe Illustrator (10+ years)
- Adobe InDesign (9 years)
- Adobe Photoshop (10+ years)
- CSS (10+ years)
- CSS3 (5 years)
- e-mail Marketing (7 years)
- Facebook (7 years)
- Graphic Design (10+ years)
- HTML (10+ years)
- HTML 5 (4 years)
- Instagram (5 years)
- Javascript (2 years)
- MailChimp (7 years)
- Microsoft Excel (10+ years)
- Microsoft Office (10+ years)
- Microsoft Word (10+ years)
- QuarkXPress (9 years)
- Social Media Marketing (7 years)
- Twitter (7 years)
- Web Design (9 years)
- WordPress (7 years)

### Awards

#### Gold Winner

36<sup>th</sup> 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.**