

Elisha Jewell, MSIS

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Information Scientist with experience in library and information sciences, web development, non-profit organizations and client services. Strong background in library operations, managing library systems, information sciences and research. Adept at aligning web strategies with business and brand objectives, ensuring exceptional customer journeys and experiences. Proven track record in creating community engaging programs, coordinating cross-functional teams, and implementing industry best practices to drive engagement and satisfaction.

Education

University of Tennessee, Knoxville
M.S., Information Sciences

Knoxville, Tennessee

LeMoyne-Owen College
B.A., Music; Vocal Performance

Memphis, Tennessee

Professional Experience

Library Director

American Youth Academy — November 2024-Present

- Collection Management & Development; Audited library collection to ensure an accessible, equitable, accurate, up-to-date collection that reflects the school's educational needs.
- Curriculum and Resources Alignment; Establish a strong link between the library's resources and the school's academic programs through collaboration with the Director of Teaching and Learning.
- Staff Training and Professional Development; Enhance the faculty's and library staff's ability to effectively use library resources and promote literacy; Teach faculty and staff new technologies to enhance curriculum and curriculum development.
- Library Usage and Engagement Analytics; Establish data-driven strategies for optimizing library programs and services.
- Policy Review and Development; Developed policy to ensure the library operates efficiently, ethically, and in alignment with school goals.
- Community and Parental Engagement; Foster a supportive community around the library that includes parents and the wider school community.

Web Designer & Developer

MoxCar Marketing + Communications — February 2023-November 2024

- Spearheads the full website lifecycle life cycle; Maintains digital properties, content, functionality and support for 70+ client websites; Applies advanced UX/UI principles and ensures ADA & WCAG compliance.
- Implemented efficiencies across all digital properties, eliminating the need for constant troubleshooting and enhancing overall operational stability; Achieved a 75% reduction in technical support within 6 months by implementing operational efficiencies, significantly enhancing website performance and stability.
- Develops, maintains, and improves analytics dashboards; generates reports & provides insights on user behavior, website performance, and digital marketing campaigns; Analyzes data to identify trends, anomalies, and opportunities; presents actionable recommendations to improve business outcomes.
- Led the execution of comprehensive SEO strategies, significantly improving online visibility and search rankings for digital properties; Implemented the configuration, maintenance, and optimization of Google Analytics, Ads and Tag Manager; ensures accurate tracking of KPIs.

- Coordinate with Partners, Director of Client Services and Communications Team to develop strategies which align with clients brand guide and meet the organization's standards.

Web Developer

Jewell Solutions — August 2019-Present

- Designed, developed, and maintained responsive client websites, ensuring functionality, performance, and user experience were optimized to meet business objectives.
- Collaborated with clients to gather requirements and deliver customized web solutions, including wireframes, mockups, and final site implementations.
- Customized WordPress themes, integrated plugins, and optimized for SEO, improving site traffic and user engagement.
- Managed full project lifecycle, from planning and coding to deployment and ongoing maintenance, ensuring timely delivery and quality results.
- Led digital and email marketing efforts, creating targeted campaigns and improving conversion rates through optimized email strategies and analytics tracking.

Director of Operations

Black Pyramid Media — July 2022-February 2023

Executive Administrator

Worry Free Healthcare — July 2022-February 2023

Director of Grants & Development

The Bottom — July 2022-February 2023

- Pioneered the organization's first professional development program; Formulated effective goals, objectives, strategies, activities, and benchmarks for a comprehensive fundraising program aligned with the organization's strategic plan.
- Articulated a persuasive case for support to connect donors, new and existing, with the organization's mission, vision, values, and strategic goals.
- Enhanced donor engagement and loyalty, leading to a 25% increase in donor retention rates and a 20% boost in annual contributions by effectively communicating the organization's mission and strategic objectives.
- Identified, cultivated, stewarded, and solicited individuals, foundations, and philanthropic partners; Developed strategic partnerships with public universities, local business and community leaders; Led multifaceted fundraising campaigns that exceeded revenue goals.
- Secured major gifts and grants totalling over \$95,000 through strategic partnerships and innovative fundraising campaigns, surpassing revenue goals by 35% and significantly expanding the organization's reach and impact.

Information Sciences, Graduate Teaching Assistant

University of Tennessee — August 2021-May 2022

- Collaborated with faculty members to design and develop course materials, ensuring alignment with academic standards and curriculum goals; Assisted in the preparation of instructional content, including lecture slides, handouts, and supplementary materials, to enhance student learning and engagement.
- Designed and delivered interactive instructional sessions on User Experience (UX) and User Interface (UI) principles, providing students with practical skills and knowledge applicable to web development and design.
- Developed hands-on exercises and projects that allowed students to apply UX/UI concepts in real-world scenarios, fostering critical thinking and problem-solving abilities.

Library Assistant

Pellissippi State Community College — September 2020 - December 2020

- Maintained a thorough understanding of scope, accuracy, and cost-effectiveness of information resources, and utilized most relevant information and tools.
- Responsible for training other staff and students in the use of information resources; developed, prepared and, and conducted presentations/orientations giving information and training on relevant resources.

- Provided reference services; answered reference questions in-person, telephone, email, and *Ask A Librarian*;
- Assisted in acquisitions, processing, and cataloging of library materials; places and fills interlibrary loan requests.
- Collaborate with faculty to identify opportunities for incorporating emerging technologies into teaching, learning, and research activities.
- Managed the service desk operations, overseeing the check-in and check-out of library materials, updating patron information via ALMA, and maintaining inventory of necessary forms.

Youth Services Assistant

Laurel Public Library — 2014 - 2016

- Assisted in planning and delivering a variety of programs for young adults and children, fostering creativity and literacy.
- Organized and presented engaging story time sessions to promote early literacy and foster a love of reading.
- Developed and led craft programs that encouraged artistic expression and hands-on learning for children and young adults.
- Taught technology classes to support digital literacy and skill development among young library patrons.
- Coordinated and facilitated remote programming, bringing educational activities to community locations outside the library.
- Collaborated with team members to design innovative activities that align with the library’s mission to support literacy and creativity.
- Engaged with children and young adults through dynamic and interactive activities, creating a positive learning environment.

Circulation Assistant

Laurel Public Library — 2014 - 2016

- Managed all circulation desk duties, including opening and closing procedures, ensuring smooth daily operations.
- Proficiently operated the library's integrated system to handle all circulation functions, including material check-ins and check-outs.
- Registered new library patrons, providing excellent customer service and maintaining accurate records.
- Shelved returned materials and maintained proper shelf order by conducting regular shelf reading for accuracy.
- Utilized patron and circulation forms to efficiently process library transactions and manage borrower accounts.
- Assisted patrons with borrowing and returning library items, ensuring timely and organized circulation of materials.
- Ensured a welcoming and efficient circulation desk environment by assisting with routine inquiries and resolving issues promptly.

Certifications

Google Analytics Individual Qualification

Google | February 2024

Jira Fundamentals Badge

Atlassian | July 2024

Skills

Digital Content Management	Analytics and Reporting, Data Analysis	Digital & Email Marketing	Library Operations & Systems	Graphics
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<i>Wordpress, HubSpot, Cornerstone, Elementor, Divi, GrowthZone, Shopify, Squarespace, WooCommerce</i>	<i>GA4 Suite, Google Ads, Google Tag Manager, Moz, SEMRush</i>	<i>Mailchimp, Mailpoet,</i>	<i>ALMA, Sierra ILS, SirsiDynix Workflows & Symphony</i>	<i>Figma, Photoshop, Canva</i>
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