



Senior Marketing Consultant, 2009 – 2013  
*Edmonton Public Library*

In this large public library system (21 branch locations), I was an integral member of the central Marketing and Communications department. I leveraged my marketing and product management skills to help optimize marketing efforts and drive usage growth. I provided guidance to branches and project teams in developing and implementing effective marketing strategies. For the overall library system, I helped to assess marketing needs, identify opportunities for growth, develop programs, and execute comprehensive marketing plans.

My primary activities included:

- Strategy development.
- Brand execution and management.
- Sub-brand development.
- Campaign creation, implementation, and analysis.
- Digital marketing.
- Marketing collateral development.
- Project and event leadership.
- Relationship management.
- Budget administration.
- Utilizing RFQ and RFP processes to meet municipal outsourcing requirements.

Work Samples: I led the development of [a series of early literacy videos](#), [an early literacy keepsake booklist](#) and a [second one based on the overwhelmingly positive response to the first](#), [a Princess Bride interactive movie event handout](#), and I helped to [award a \\$10,000 book prize](#).

Member Services Manager, 2008 – 2009  
*Canadian Home Builders Association - Edmonton Region (CHBA - Edmonton)*

At this not-for-profit industry association, I helped new home builders and renovators promote their companies and comply with industry standards. My role included heading several working committees comprised of industry experts, governmental representatives, and various company owners. I facilitated training on industry safety practices, technical improvements, and legislative mandates. I also managed a large, multi-day consumer-attended exposition.

My primary responsibilities included:

- Supervising staff.
- Managing events.
- Developing marketing materials.
- Managing customer relationships.
- Reconfiguring a client database.
- Managing budgets.

Product Manager, Membership, 2006 – 2008  
*British Columbia Automobile Association (BCAA)*

In this well-established membership organization with 18 branch locations, I was the Product Manager for the core Roadside Assistance suite of products which boasted more than 750,000 members. My primary goal was growing the membership base and my responsibilities included:

- Directing internal creative partners in developing digital and print promotional assets.
- Coordinating mass direct mail acquisition and retention campaigns.
- Managing an annual budget of \$800k.
- Contributing to advertising campaigns for print, radio, television, outdoor, and online.
- Managing an external market research firm in hosting focus groups and conjoint analysis surveys. I used this data to inform product, pricing, and campaign decisions.
- Developing an Association-wide conference to engage, educate, and motivate staff.
- Supervising one direct report position.
- Developing a new youth membership product and hosting a public card-design contest.
- Collaborating with internal partners to cross promote insurance and travel services while safeguarding members' trust of BCAA Membership.
- Coordinating activities for BCAA's 100<sup>th</sup> anniversary.
- Analyzing and sharing assessment results, and incorporating the knowledge into strategic planning, decision-making, and process improvement.

Information Solutions Associate, 2005  
*Thomson Carswell*

In this sales role for a database publisher, my responsibilities included:

- Building internal partnerships by collaborating with staff from all departments.
- Demonstrating the key benefits of a taxation database to accounting professionals.
- Regularly soliciting new clients at industry events as well as through calls and email.

Product Manager, 2001 – 2004  
*priMED Medical Products Inc.*

In this role at a medical device manufacturer, my responsibilities included:

- Developing new products and managing existing lines.
- Supervising external creative firms in web design, print marketing, & product packaging.
- Documenting processes for ISO registration & product info for governmental agencies.
- Presenting products to medical professionals at national conferences & industry events.
- Creating product catalogs with custom pricing for distribution partners.
- Analyzing competitive data and market trends.
- Preparing comprehensive bids for large contracts from national healthcare providers.
- Supporting revenue growth; priMED was named in PROFIT magazine's definitive ranking of Canada's Top 200 Best & Brightest Growth Firms in 2004.

## EDUCATION

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|---|---|
| Master of Legal Studies (MLS)<br><i>University of Tennessee</i>                                 | Currently in progress, part-time<br>Expected graduation in 2024 |
| Master of Library and Information Studies (MLIS)<br><i>University of Alabama</i>                | 2012  |
| Master of Business Administration (MBA)<br><i>University of Alberta</i>                         | 2005  |
| Bachelor of International Management<br><i>University of Lethbridge</i>                         | 2001  |
| Business Administration Diploma in Marketing<br><i>Northern Alberta Institute of Technology</i> | 1999  |

## PROFESSIONAL SCHOLARSHIP

- Swaren, C., Cowden, C., Smith, W. (2022). **Exploring New Narratives to Overcome Historical Assumptions**. *portal: Libraries and the Academy*. 22(1), 111-126.  
[Click here to read the article.](#)
- Swaren, C., Liedtka, T. (2021, November 2-4). **Assembling a Virtual Student Library Advisory Board During COVID-19** [Full paper conference presentation]. 14th International Conference on Performance Measurement in Libraries, Online.  
[Click here to read the full conference proceedings, including this paper.](#)
- Swaren, C., Schwertfeger, R. (2017, November). **So You Are a New Assessment Librarian – What Do You Need to Know?** Conference Presentation presented at the 2017 Southeastern Library Assessment Conference, Georgia Tech Global Learning Center, Atlanta, GA. [Click here to view the slides.](#)
- Swaren, C., Tekulve, N., Milewicz, L., & Herndon, J. (2015, April). **Creating a Sustainable Workshop Series on Your Campus**. Webinar Presentation presented at the Spring ULS Members-Only Online Discussion, Webex Presentation, Online.
- Swaren, C., Tekulve, N., Cairns, V., & Bowron, C. R. (2015, April). **Digging into data: Mining for statistical gold at the Reference Desk**. Conference Presentation presented at the 2015 TLA Annual Conference: A Place for Everyone at the Table, Hilton Memphis, Memphis, TN. [Click here to read the full description and view the slides.](#)
- Tekulve, N., & Swaren, C. (2015, March). **Growing a Sustainable Workshop Series: Best Practices for Making Library Workshops a Vital Part of the Campus Ecosystem**. Poster Presentation presented at the ACRL 2015, Oregon Convention Center, Portland, OR. [Click here to see a picture of the poster.](#)

Swaren, C. (2015, February). **More Than Just Books: Campus Libraries as Strategic Assessment Partners**. Conference Presentation presented at the 15th Annual Texas A&M University Assessment Conference, College Station Hilton, College Station, TX.

Swaren, C. (2014, September). **Using Regression to Move Forward: Strategically Analyze Data for Better Planning**. 10-for-Tenn Short Presentation presented at the Tenn-Share 2014 DataFest, Nashville Public Library, Nashville, TN.

Swaren, C. (2014, August). **Storytime Station: A case study on using public library-created animated videos to reinforce early literacy skills and practices**. Video Presentation presented at the IFLA World Library and Information Congress, 80th IFLA General Conference and Assembly; Session 120, Libraries creating content for/with children and young adults, Section Libraries for Children and Young Adults with Literacy and Reading, Room: Auditorium Lumière, Lyon Convention Centre, Lyon, France. [Click here to read the full paper.](#)

Swaren, C. (2014, May). **Using Regression to Move Forward: How to Strategically Analyze Data for Better Planning**. Lightning Talk Presentation at the LOEX Annual Conference 2014: Creative Visualization: The Art of Information Literacy, Amway Grand Plaza Hotel, Grand Rapids, MI. [Click here to read a positive review from an attendee.](#)

## PROFESSIONAL ACADEMIC SERVICE

- Appointed Member, Southeast Data Librarians Symposium (SEDLS) 2022 Planning Committee, 2022.
- Elected (twice) Member, University of Alabama Library School Association (LSA) Board. 2014 – 2018.
- Appointed Co-Chair, Tennessee Library Association (TLA) Development Committee. 2014 - 2015

## UNIVERSITY (UTC) SERVICE

- Elected Chair, Library Retention, Tenure, and Promotion Committee, 2022 – 2023.
- Elected Vice Chair, Library Retention, Tenure, and Promotion Committee, 2021 – 2022.
- Elected Library Senator, Faculty Senate, 2021 – 2023.
- Appointed Member, Library Staff & Student Development Committee, 2021 – 2023.
- Appointed Member, Undergraduate Curriculum Committee. 2019 – 2021.
- Appointed Chair, Student Rating of Faculty Instruction Committee, 2016 – 2017.
- Appointed Member, Student Rating of Faculty Instruction Committee, 2015 – 2016.
- Appointed Member, Budget & Economic Status Committee, 2014 – 2015.