

BILL GROVER

CREATIVE MARKETING LEADER



ABOUT

In my current role as Senior Marketing Manager at Media Source, Inc (MSI), I lead integrated marketing, sales, and audience development campaigns for all of the branded products and events for MSI's three flagship magazines, *Library Journal*, *School Library Journal*, and *The Horn Book*, and manage a burgeoning portfolio of sponsored content program that has become a staple of the magazines' advertising revenue line.

I am particularly focused on developing, implementing, and measuring marketing strategies (on brand, on time, and on budget) in a more competitive environment—leveraging content and design as effective advertising tools, staffing and leading marketing creatives to craft stories that resonate with audiences, and doing so to deliver on key business objectives. All of which in a manner that remains on-brand while constantly striving toward quality user-experiences.

With years of graphic design experience under my belt, I am able to excel in guiding creative teams and bring a strong DIY attitude to my own work. My past experience also includes coordinating detailed proposals for large-scale urban development projects in New York City. I received a BA in Dance & Media alongside a Graphic Design concentration from Marymount Manhattan College—and may be rumored to occasionally throw down some wicked moves.

“Smart, eager, and ambitious, Bill was an invaluable member of our team who frequently goes above and beyond to get the job done, evolving from a talented graphic designer into a well-rounded marketing professional with strong design sensibilities.”

- **GUY GONZALEZ**, Director of Marketing, F+W Media, Inc.

Let's Connect.

📞 781-424-8624

✉️ bgroverdesigns@gmail.com

💻 bgroverdesigns.com

EDUCATION

Marymount Manhattan College

Bachelor of the Arts | Dance & Media (Concentration in Graphic Design)

September, 2008 - May 2012

Lynda.com

Google Analytics Essential Training

April, 2016

Advanced Google Analytics

April, 2016

Google Analytics Tips Tricks Tutorials

April, 2016

Up-Running Google Analytics Premium

April, 2016

MarketingProfs University

Marketing Writing Bootcamp Certificate

June, 2015

Software Knowledge

Act-On Marketing Automation

Adobe Dreamweaver

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premeire

Audacity

Final Cut Pro

Mailchimp

Microsoft Excel

Microsoft Powerpoint

Microsoft Word

Smartsheet

Strongmail

Vertical Response

WWordpress

Licenses

New York State Driver’s License

Notary Public (New York)

EXPERIENCE

INTEGRATED MARKETING

Media Source, Inc.

Lead integrated marketing, sales, and audience development campaigns for three flagship B2B magazines, *Library Journal*, *School Library Journal*, and *The Horn Book Magazine*.

Manage a burgeoning portfolio of branded content programs and provide distribution strategies to reach audiences through video, organic website traffic, social media, newsletters, and print magazines. This effort has enabled the sale and execution of over 60 annual content partnerships in 2017 scaling this new revenue line past traditional print advertising revenues.

Successfully led the design and implementation of responsive mobile responsive email templates.

Reconfigured Act-On marketing automation software to track audience activity to better target users based on interest and content engagement. Successfully implemented revised conversion tactics for both Marketing and Sales qualified leads.

Successfully centralized **20** key social media platforms. Removing duplicate accounts, gaining access to lost log-ins, and registering business accounts where applicable.



EXPERIENCE

EVENTS (LIVE & VIRTUAL)

Media Source, Inc.

Led audience development and sales enablement campaigns for over **14** live events and up to **15** virtual events each year—scaled 300% from 2012—that include comprehensive online courses and two annual virtual conferences. These integrated campaigns combine print and digital promotions and targeted messaging through email, search, social media, content marketing, banner advertising, print advertising, partner promotion, and where applicable, direct mail. I also have provided on-site event support for each live event as well as run booths at industry tradeshows.

The Playground NYC

Developed branding and promotional materials for the inaugural Playground After Dark event/fundraiser. Partnering with Queens Brewery and soliciting donations from local businesses such as L'Occitane en Provence and Equinox gym for raffle prizes, this event was well attended and reached its target donation amount. I also volunteered to provide on-site photography.

The Clive Barnes Foundation

For the fifth anniversary of the Clive Barnes Awards I led the development and design of a specialized “5th Annual” logo, as well as provide promotional postcards, html emails, supporting social media assets—and on-site materials including video slides, printed programs, designed sponsored advertisements, and event signage. I also volunteered to provide on-site photography. 2017 marked my 5th year providing these services to the foundation.



EXPERIENCE

CONTENT DEVELOPMENT

Media Source, Inc.

Completed multi-week Marketing Copywriting Bootcamp hosted by Marketing Profs University (Online)

Led the creation and cross-platform distribution of numerous branded content campaigns including custom articles, videos, branded blog sites, whitepapers, contests, and more.

Using Adobe Premiere, created and distributed video reels to promote key flagship events and sponsored products for use on websites, social media, and for display at tradeshow and events.

New York Live Arts

Using Final Cut Pro, edited video reels for promotional use on websites and social media highlighting upcoming performing artists.

Using Audacity, edited and optimized podcast recordings and uploaded them to company iTunes.

WRKWeekly.com

My own personal “sandbox” this blog explores approaches to teamwork and leadership in the modern workplace with advice and tutorials on how to be your best-self at work.



EXPERIENCE

SALES ENABLEMENT

Media Source, Inc.

Working with the GM and Publisher of Library Journals, I wrote, outlined, and designing a new website for the company's media offerings (media.libraryjournal.com). This has facilitated the sales team in proposing larger advertising contracts that leverage content more effectively across platforms. This site, designed for lead generation has boasted a 30% increase in SQLs from 2016 to 2017.

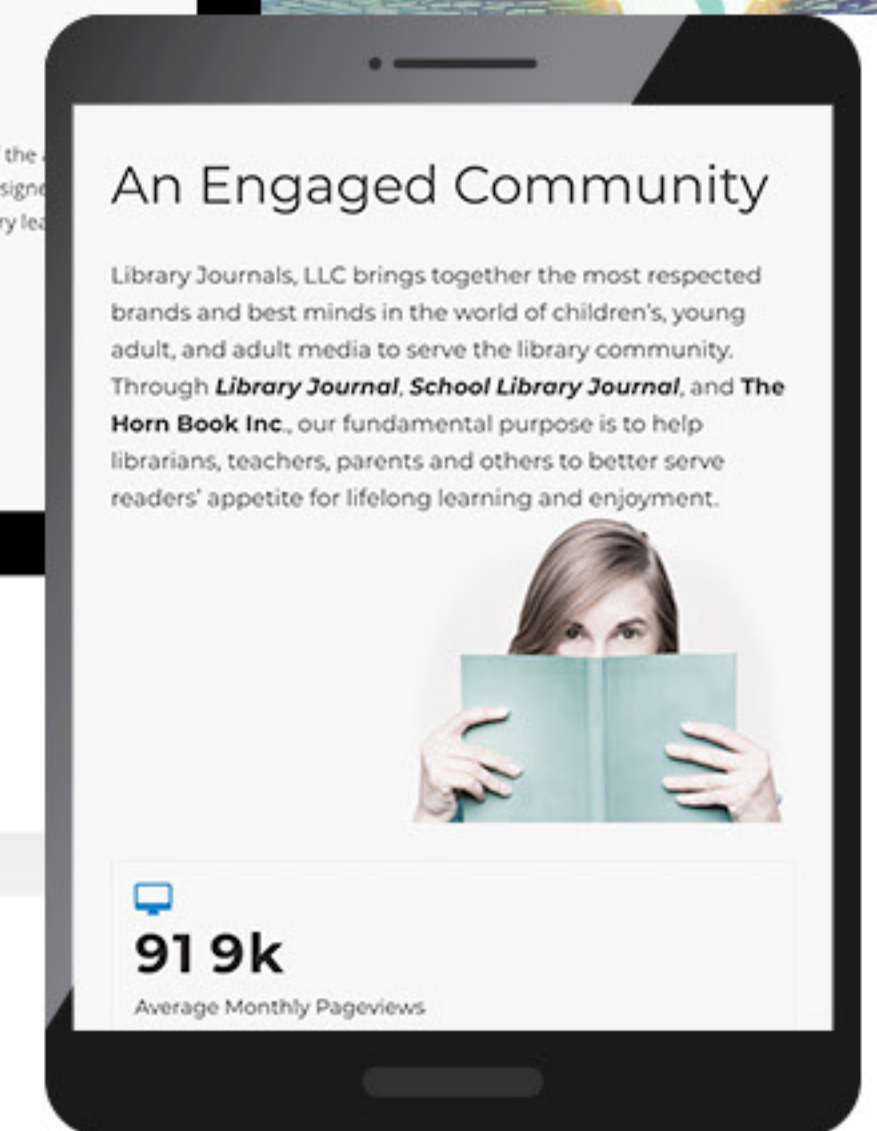
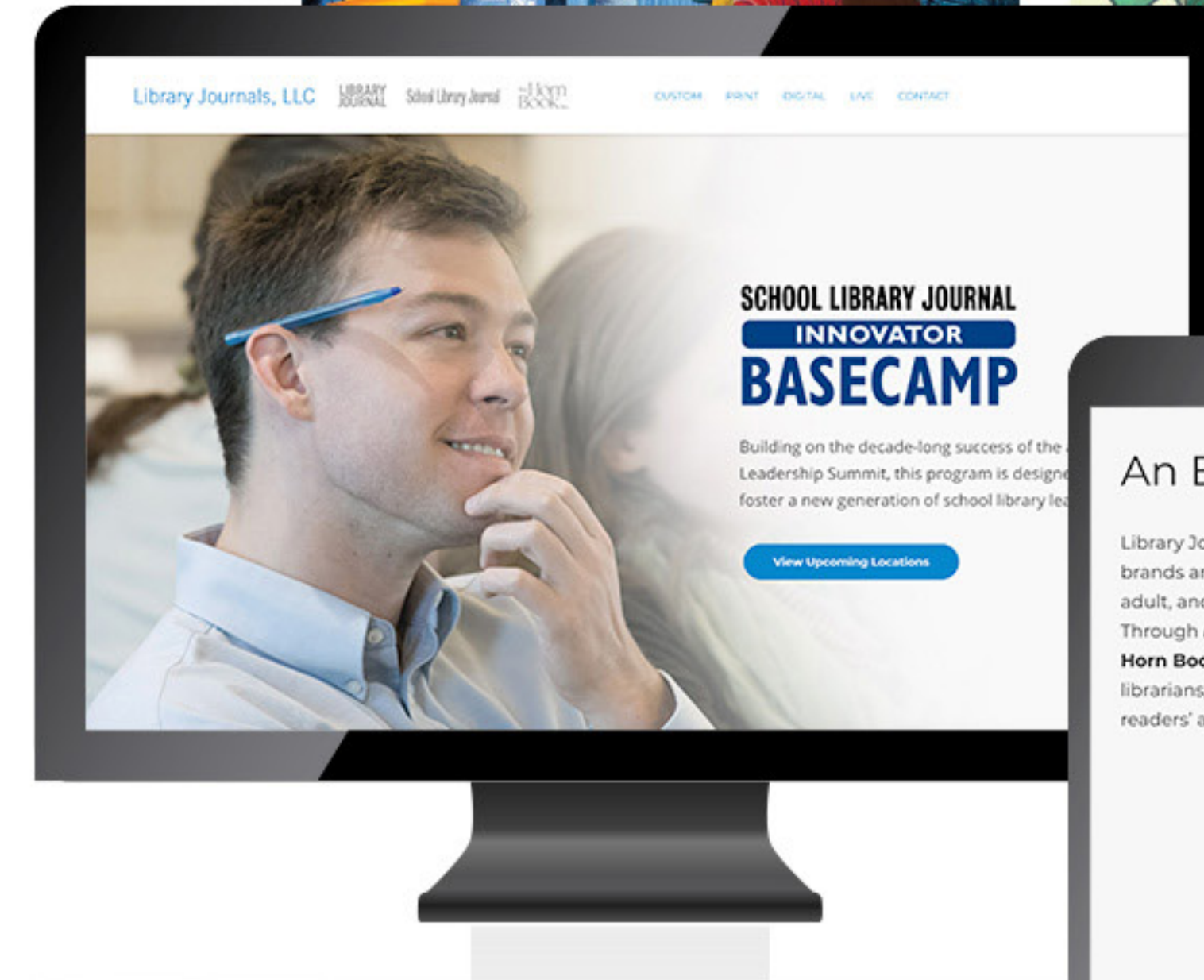
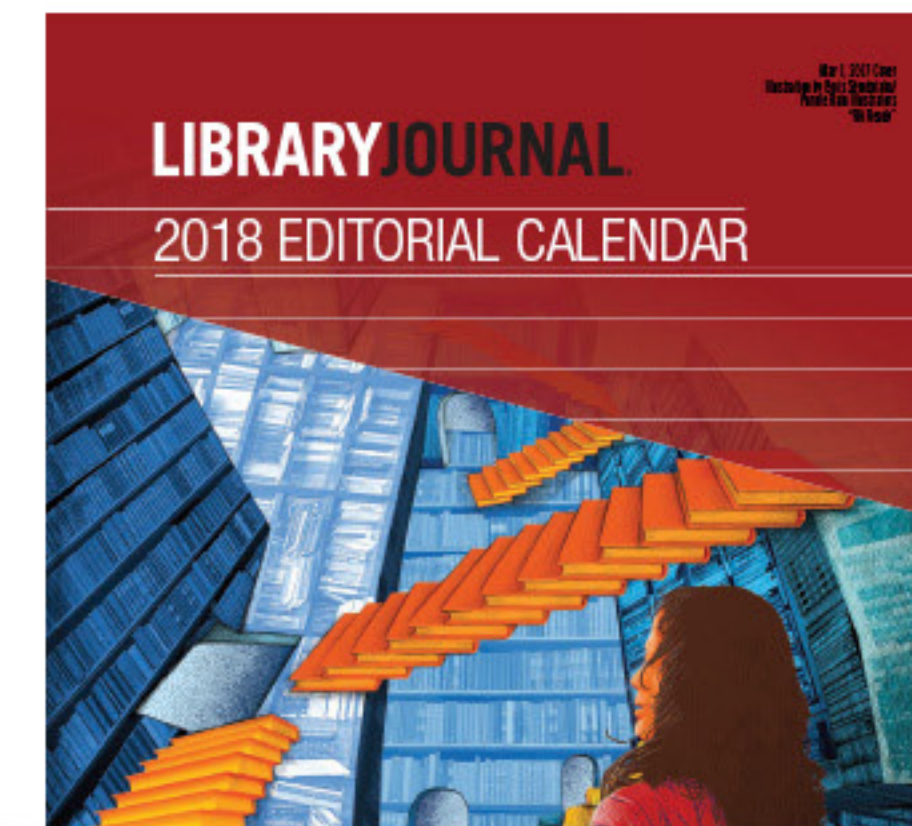
Led the design and distribution of advertising media kits from 2012-2016. In January 2017 I led the redesign and repositioning of new and existing opportunities into lighter downloadable resources to better accompany a completely redesigned website and suite of brand-new content capabilities.

Lead the creation of sell sheets and customizable slide decks soliciting advertising and sponsorship opportunities for each brand's editorial, products, events, webinars, and online courses.

Lead the creation and deployment of emails and direct mail highlighting upcoming advertising and sponsorship opportunities.

Publisher's Weekly

Consulting the Senior Director of Marketing, I had the opportunity to re-think and redesign Publishers Weekly's 2018 Media Kit and Editorial Calendar, soliciting new advertising and sponsorship opportunities for the magazine and its numerous supplements.



EXPERIENCE

WEB DESIGN

Media Source, Inc.

Working with key stakeholders, outlined, wrote, designed, and launched a new website for MSI's advertising, sponsor, and content marketing opportunities. Launched in January 2017, media.libraryjournal.com has facilitated larger custom advertising packages that leverage content more effectively across platforms. This has also led to a 25% increase in SQL's.

After increasing the frequency of MSI's professional development capabilities I led the design of a new web destination to house over 13 annual virtual and over 25 in-person learning opportunities for *Library Journal's* audience each year. Designed to scale, learn.libraryjournal.com has simplified user-experience and facilitating an increase annual PD sales to \$300k+, up 400% from the business line's start in 2012.

The O'Donnell Green Music and Dance Foundation

Working with the board of directors designed a simple Wordpress site at odonnellgreen.com to house May O'Donnell and Ray Green's archival content, music scores, and choreography available for commission—as well as key submission details for grant applications from the foundation.

WRKWeekly.com

My own personal sandbox. This blog was created as an outlet to experiment with new approaches to content creation, distribution, and lead-generation techniques.

Skills

Wordpress CMS

Weebly CMS

HTML & CSS

Responsive Design

HTML Email Design



EXPERIENCE

BRANDING & IDENTITY

Media Source, Inc.

A core aspect of repositioning Library Journal's live workshops, webcasts, and online courses launched in 2017 included the development of branded assets for the business line including the website, email templates, printed promotional materials, display ads, social media assets, and web portals.

New York Live Arts

Assisted in a company-wide rebranding effort after the merger of Dance Theatre Workshop and the Bill T. Jones/Arnie Zane Dance Company into what is now New York Live Arts.

Post-merger daily duties included the design of print and digital marketing materials, maintaining the revised identity/brand guidelines across all sorted media—including wayfinding signage for their Chelsea Theater.

The Playground NYC

Working closely with co-founders Loni Landon and Greg Dolbashian, created the visual identity for The Playground dance education and networking program held at Gibney Dance Center, that included new color palette, font styles, and the design of a new logo with variations for use on a variety of materials such as branded membership cards and other membership collateral.

Whole Hearted Orphanage

Designed logo and identity for their orphanage in Fond Parisien, Ouest, Haiti



EXPERIENCE

PROJECT MANAGEMENT

Media Source, Inc.

In house lead using the project management software Smartsheet. Responsible for over 100 project sheets, dashboards, and reports. Also responsible for developing internal systems for assignments and project tracking.

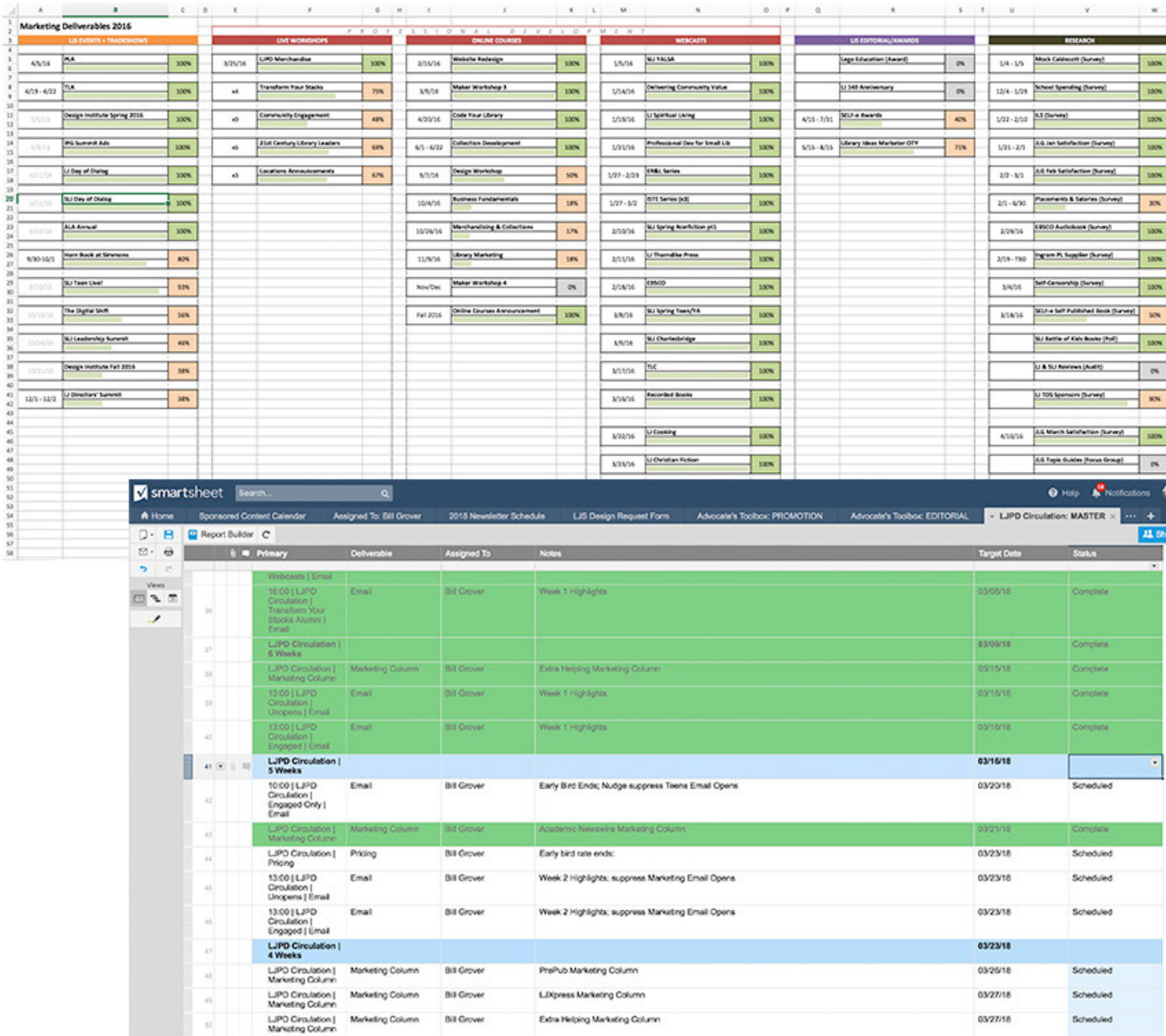
Oversee and guide sales, marketing, and event deliverables ensuring projects are completed on time, on budget, and in-line or exceeding client expectations.

6 years of experience staffing and guiding creative freelancers to complete marketing and sales deliverables such as video (filming and editing), short and long form articles, and graphic design.

Lead a burgeoning sponsored content program that includes over 60 clients each year since 2016, and growing. These projects combine custom articles, branded social media posts, branded video, content downloads, and branded advertorials. I staff and oversee planning this content development and devlivery ensuring projects are completed on time, on budget, and in-line or exceeding client expectations.

Manage in-house marketing budget as well as contractual budgets to deliver on marketing services and content development.

Frequently manage projects through remote communications with MSI’s offices in Ohio and Boston as well as advertisers from around the world.



EXPERIENCE

SOCIAL MEDIA

Media Source, Inc.

Use Hootsuite to deploy social media posts accross multiple accounts in coordination with key editorial announcements for three editorial brands.

Lead targeted advertising campaigns using boosted posts and paid display ads on Facebook, Twitter, and LinkedIn for lead generation and audience development campaigns for select events and editorial products.

Lead designers on best practices for image specifications optimized for each social media platform utilized.

Distributed comprehensive social media best-practices to editorial staff.



EXPERIENCE

ANALYTICS

Media Source, Inc.

Adapted Google Analytics (GA) into branded marketing efforts to measure campaign performance and identify new opportunities. This has led to a refinement in our promotional effort that has contributed to increased audience development, increased paid event attendance—a 30% increase in overall advertising performance.

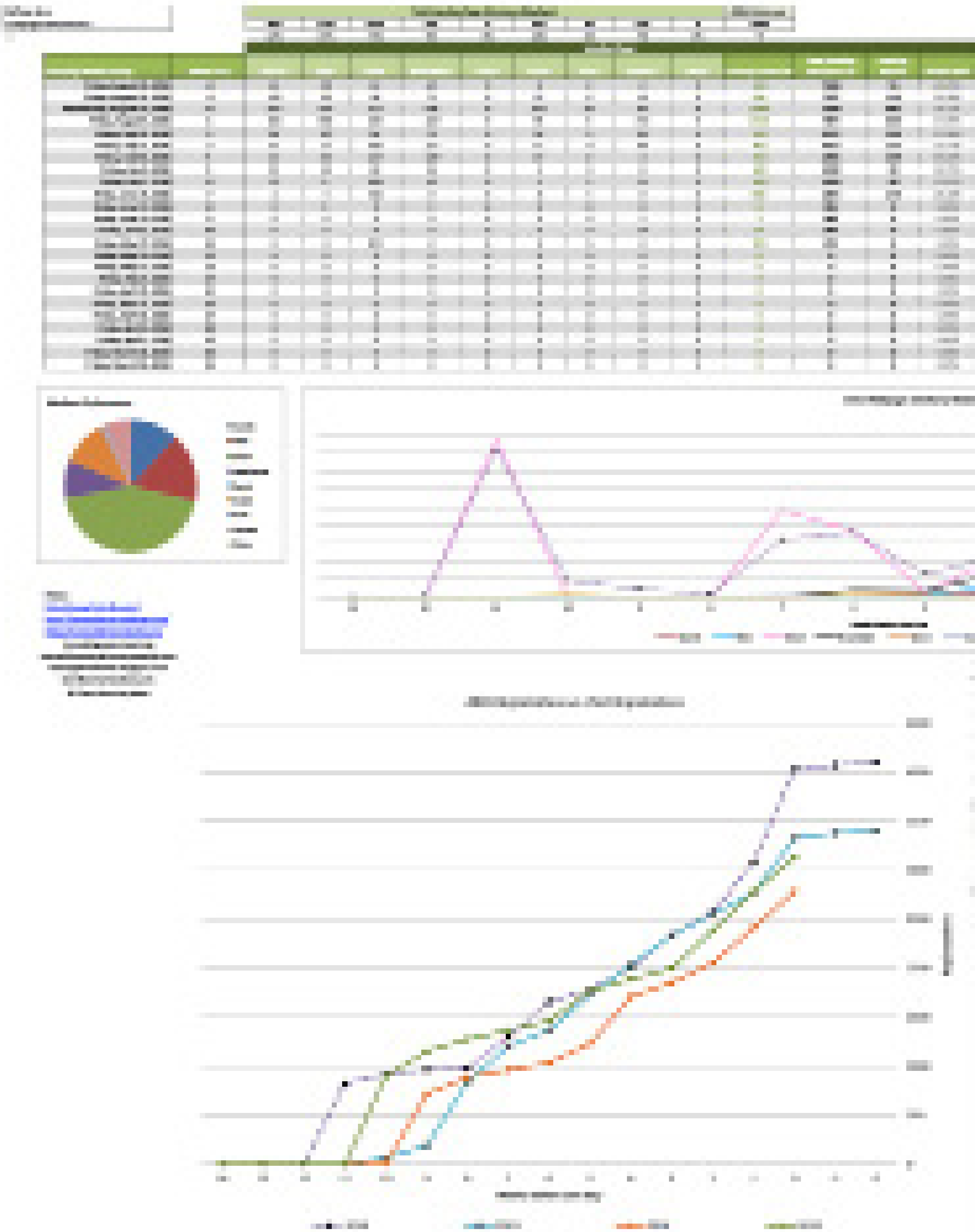
Experience using Act-On automation software to score leads and track audience behavior.

Built trending charts to identify campaign performance throughout the lifecycle of audience development campaigns.

Deliver reports and provide insights and recommendations for audience development campaigns, advertiser content performance, website activity, and social media platforms—using a combination of Google Analytics and reporting applications native to individual platforms such as Hootsuite, Facebook, and Eventbrite.

Utilized A/B tests to better predict email recipient behavior and inform best practices.

Deliver social media post reports to key stakeholders and provide recommendations.



EXPERIENCE

GRAPHIC DESIGN

Media Source, Inc.

First hired by MSI as the Marketing Designer, I have led the design of a wide variety of print and digital materials for three flagship brands, including:

Print

Event Programs
Print Advertisements
Event Signage
Direct Mail Brochures
Media Kits & Sellsheets
Tote Bags
Posters

Digital

Websites & Landing Pages
Responsive HTML Emails
Newsletters
Mobile Apps
Infographics

Freelance

As a freelance designer I specialize in branded marketing collateral and front-end web design, but also have much experience with logo and identity design. Clients have ranged from performing arts non-profits, to individuals, and also small LLC's. Freelance design clients have included The Clive Barnes Foundation, The O'Donnell-Green Music and Dance Foundation, The Playground NYC, and Moving Pictures—among others.



WORK SAMPLE

LEARN.LIBRARYJOURNAL.COM
WEB DESIGN (CONSUMER)

LIBRARYJOURNAL
Professional Development

LIVE WORKSHOPS

ONLINE COURSES

WEBCASTS



ONLINE COURSE

Doubling Your Circ on a Dime

April 25 & May 9

LEARN MORE >



Professional Development for Today's Librarian

Choose a program that fits your schedule and learning style.



Live Workshops

Learn how today's top library leaders are implementing changes and transforming their communities. Hands-on, day-long professional development workshops focused on the essential skills needed to increase individual effectiveness and performance. Attend in groups for a unique team building experience or attend alone to gain new skills, network, and accelerate your career!

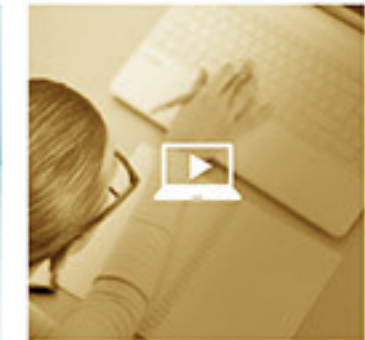
LEARN MORE



Online Courses

Combine real-time learning sessions with asynchronous conversation and on-demand resources. Intensive, interactive online courses help library staff at all levels learn essential skills, solve problems, and put strategic plans into action. These instructor-led online courses feature personalized interaction over multiple weeks. Course facilitators are available to coach participants, addressing your unique challenges.

LEARN MORE



Webcasts

Free professional development content, wherever, whenever. These engaging, interactive presentations from thought leaders and industry experts provide insight into new trends, products, and industry best practices.

LEARN MORE



Stay ahead of the innovations and changes impacting the library profession.



■ School (K-12)
■ Public
■ Academic (College/University)

Quality professional development resources currently serve a variety of librarians.



Today's library staff is taking advantage of professional development resources through multiple channels.



95% of librarians rank quality professional development activities/events as important to keep up with changes in the industry.

UPCOMING



Facts Matter: Information Literacy for the Real World
ONLINE COURSE
March 28, 2018



Empowering Teens: Fostering the Next Generation of Advocates
ONLINE COURSE
April 24, 2018



Doubling Your Circ on a Dime
ONLINE COURSE
April 25, 2018



Engagement Marketing: Put Your Library's Story to Work
ONLINE COURSE
May 16, 2018



Maker Workshop
ONLINE COURSE
May 23, 2018

RESOURCES



Public Relations Toolkit: Leveraging PR to Share Your Library's Story
DOWNLOAD



Maker Projects that Won't Break Your Budget
DOWNLOAD



Building a Display-Driven Strategy
DOWNLOAD



Insights from SLJ's 2017 Spending Survey
DOWNLOAD

WORK SAMPLE

MEDIA.LIBRARYJOURNAL.COM WEB DESIGN (SALES)

Library Journals, LLC

LIBRARY
JOURNAL

School Library Journal

The Horn
Book Inc.

CUSTOM

PRINT

DIGITAL

LIVE

CONTACT

An Engaged Community

Library Journals, LLC brings together the most respected brands and best minds in the world of children's, young adult, and adult media to serve the library community. Through **Library Journal**, **School Library Journal**, and **The Horn Book Inc.**, our fundamental purpose is to help librarians, teachers, parents and others to better serve readers' appetite for lifelong learning and enjoyment.



91 9k

Average Monthly Pageviews



43k

Print Readers



503.8k

Social Media Followers



1 4.8k

Annual Event Participants
Live & Virtual (2017)

(2017 Estimates)

Library Journals, LLC

LIBRARY
JOURNAL

School Library Journal

The Horn
Book Inc.

CUSTOM

PRINT

DIGITAL

LIVE

CONTACT

School Library Journal

A source of quality journalism and reviews for more than 60 years, SLJ produces award-winning features and news coverage on: literacy, best practices, technology, education policy and other issues of interest to the school library and greater educator community.

LEARN MORE

Plan Your Campaign



Brand Awareness
Exposure
Influence



Thought Leadership
Exclusive Content
Research



Lead Generation
Engagement
Inbound Links



Partnerships
Action
Direct Sales

Across All Platforms

CONTENT MARKETING

Align your brand with critical topics and ideas currently shifting the library and information landscapes through custom, high-profile marketing opportunities.

Learn How

DIGITAL

Websites
Webcasts
Online Courses
Virtual Conferences
Blog Network
Podcasts
Newsletters
Social Media
Email

PRINT

Library Journal
School Library Journal
The Horn Book
The Horn Book Guide
Aisle by Aisle Coupon Book
Library Hotline

LIVE

Day of Dialog
Design Institute
Directors' Summit
Public Library Think Tank
SLJ Leadership Summit
SLJ Innovator Basecamp
Stronger Together
The Horn Book at Simmons Colloquium

Maximize your marketing impact
through meaningful engagement.

We'll help you get started.

Contact Us >

Download Resources

(Editorial Calendars • Event Calendar • Advertising Rates • Specs)

BILL GROVER

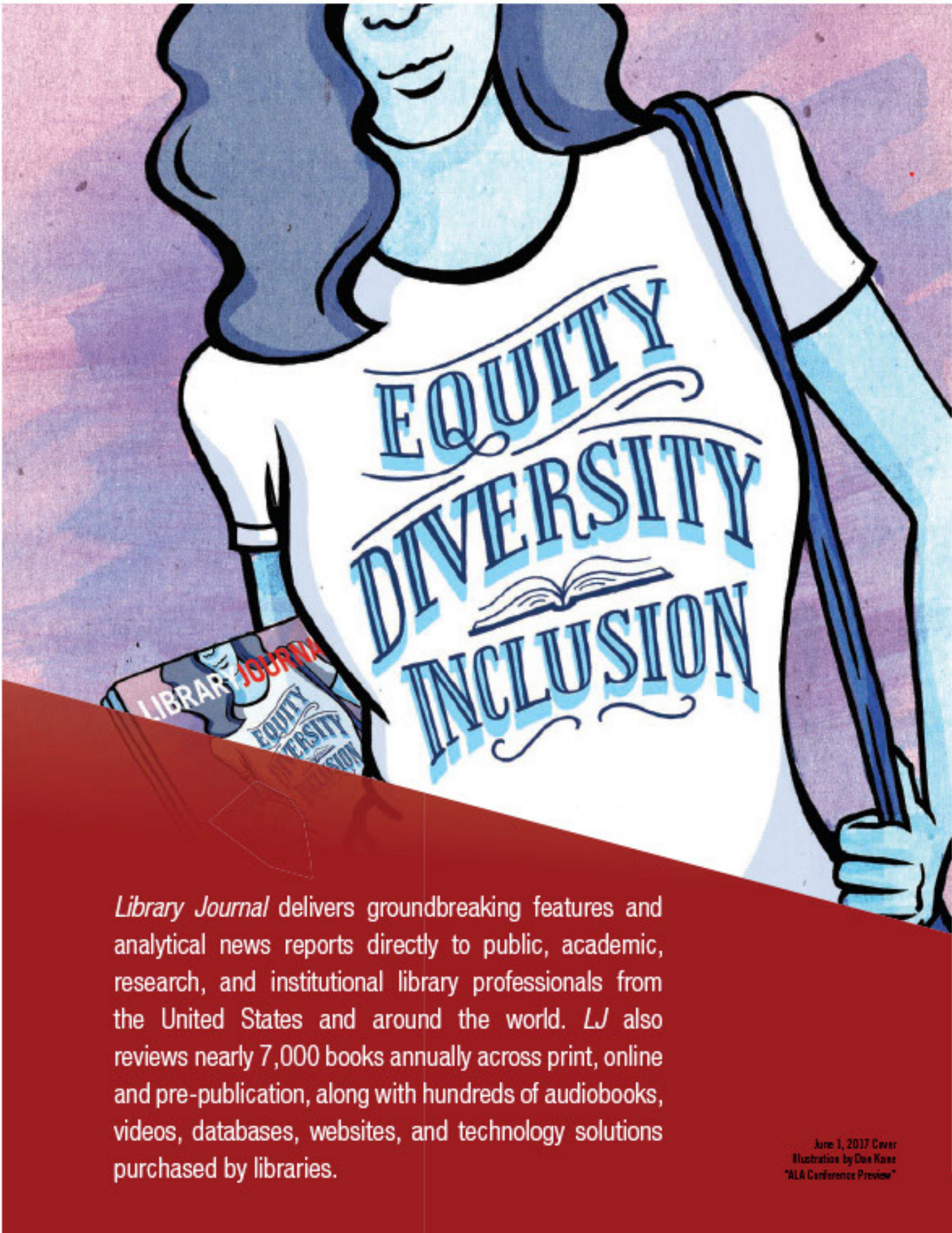
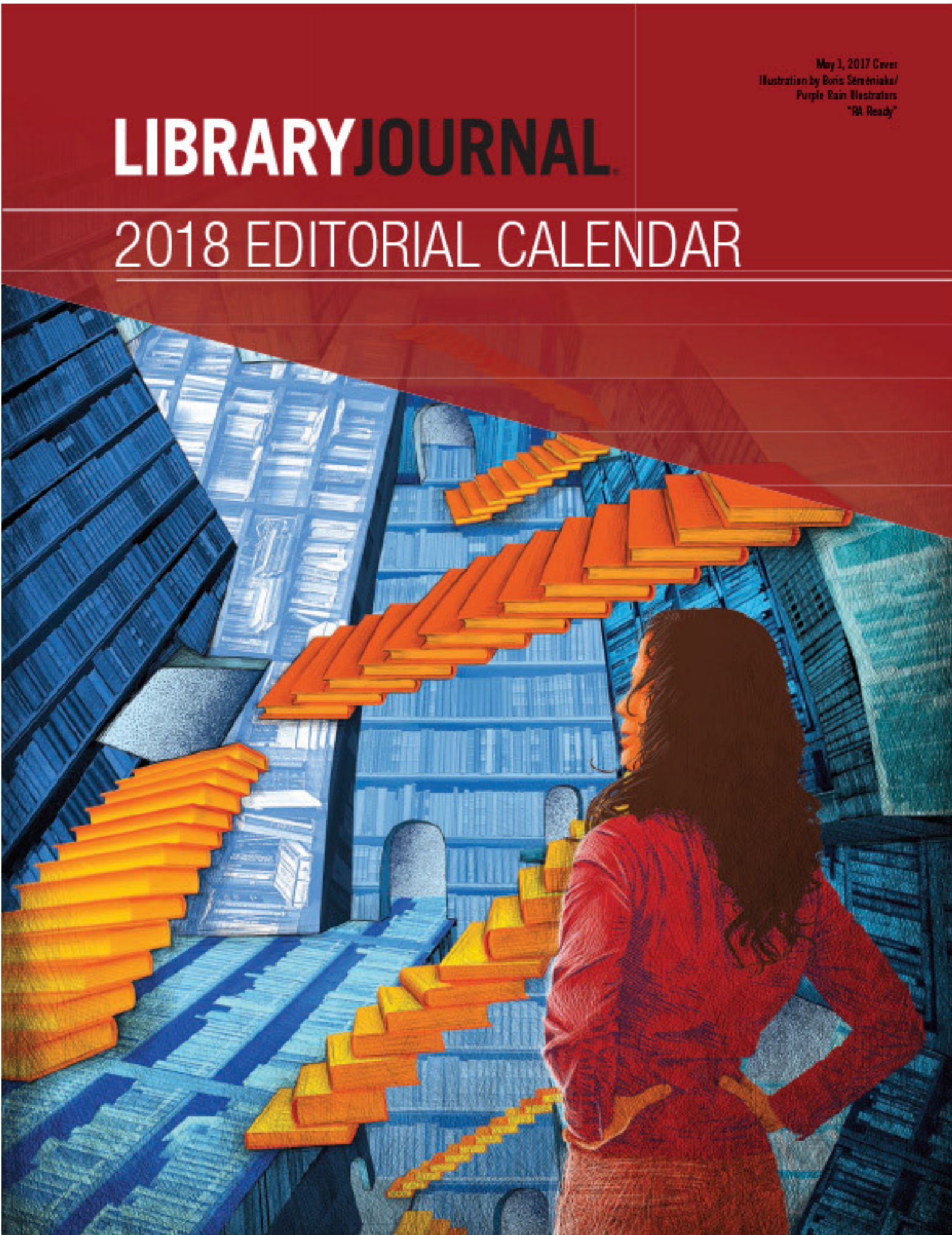
781-424-8624

bgroverdesigns@gmail.com

bgroverdesigns.com

WORK SAMPLE

LIBRARY JOURNAL
EDITORIAL CALENDAR



Library Journal delivers groundbreaking features and analytical news reports directly to public, academic, research, and institutional library professionals from the United States and around the world. *LJ* also reviews nearly 7,000 books annually across print, online and pre-publication, along with hundreds of audiobooks, videos, databases, websites, and technology solutions purchased by libraries.

Areas of Editorial Focus

Advocacy

Libraries are the ultimate shared resource, with excellent ROI, and serve as accelerators of learning throughout patron's lives. At *LJ*, we're committed to helping make the case for libraries with coverage that helps illustrate the value of libraries, models to point to for funding support, and tools for everyone's advocacy kit.

Buildings & Design

While libraries are more than buildings, great spaces serve as a platform for next level service, enabling the new—from maker spaces and business services to kitchens and reading nooks. A symbol of the library's importance to the community, a fresh start, a haven—library as place is on the rise. *LJ*'s in depth design coverage and professional development initiatives provide insight into the full range of possibilities and build the know-how to hire the right experts and get deep feedback, and buy-in, from stakeholders and communities.

Collection Development/
Readers Advisory/Publishing

There's no doubting the resilience of reading, and *LJ* is here with a virtual toolkit on collection development strategies—with more than 7,000 reviews published each year, comprehensive coverage of readers' advisory tips, guidance on coming trends in everything from genres to the print to ebook continuum, and news on impactful changes in the publishing arena—as well as library initiatives on summer reading, early literacy, and community engagement around books and authors. Beyond books, look to *LJ* for guidance on audio, films, databases, and professional reading.

Innovation

Responding to digital and social disruption, libraries are innovating faster and harder than ever before. *LJ* profiles top innovators in the field via its extensive awards program, especially Movers & Shakers; it also provides case studies of innovative services and models at libraries of all kind to be replicated, iterated, and adapted, as well as exploring process innovations such as human centered design that can drive further innovation laser-targeted to each community's distinct needs.

February 15 Budgets
April 1 Tech Accessibility •
What Goes on Your Gadget Bar?
July Library Impact
August Rural Broadband and E-Read
September 1 How to Reach Non-Patrons •
Tech Accessibility
September 15 Collaboration: K-12, Public, & Academic

January Design Institute Coverage
May 1 Sustainability • Design
July Design Institute Spring
November 15 Architecture • Design
September 15 Collaboration: K-12, Public, & Academic

January Best Media • Fake News & Media Literacy
February 1 Spring Book Announcement •
Editors' Picks • Sustainable Living
February 15 Debut Author Q&A
March 1 Best Reference • Spring Debuts
March 15 Spring Debuts • Audio Preview
April 1 Income Inequality
April 15 Mystery Preview • Best Magazines •
Fiction in Translation
May 15 Best Government Documents • Podcasts
June 1 Working Animals & Service Dogs
June 15 Graphic Novels Preview
July Media Making (Video, Photos, Music, & Art)
August Fall Book Announcements • Editors' Picks •
Genre Readers' Advisory • The New Science of Health
September 1 Science Fiction Preview • Sleep Disorders
October 1 Fall First Novels • Audio Preview •
Blogs & Memoirs of Literary Figures
October 15 Romance Preview
November 1 Horror Preview • Japan & the Olympics •
Reference Announcements
December Best Books of the Year • Indie Author Awards •

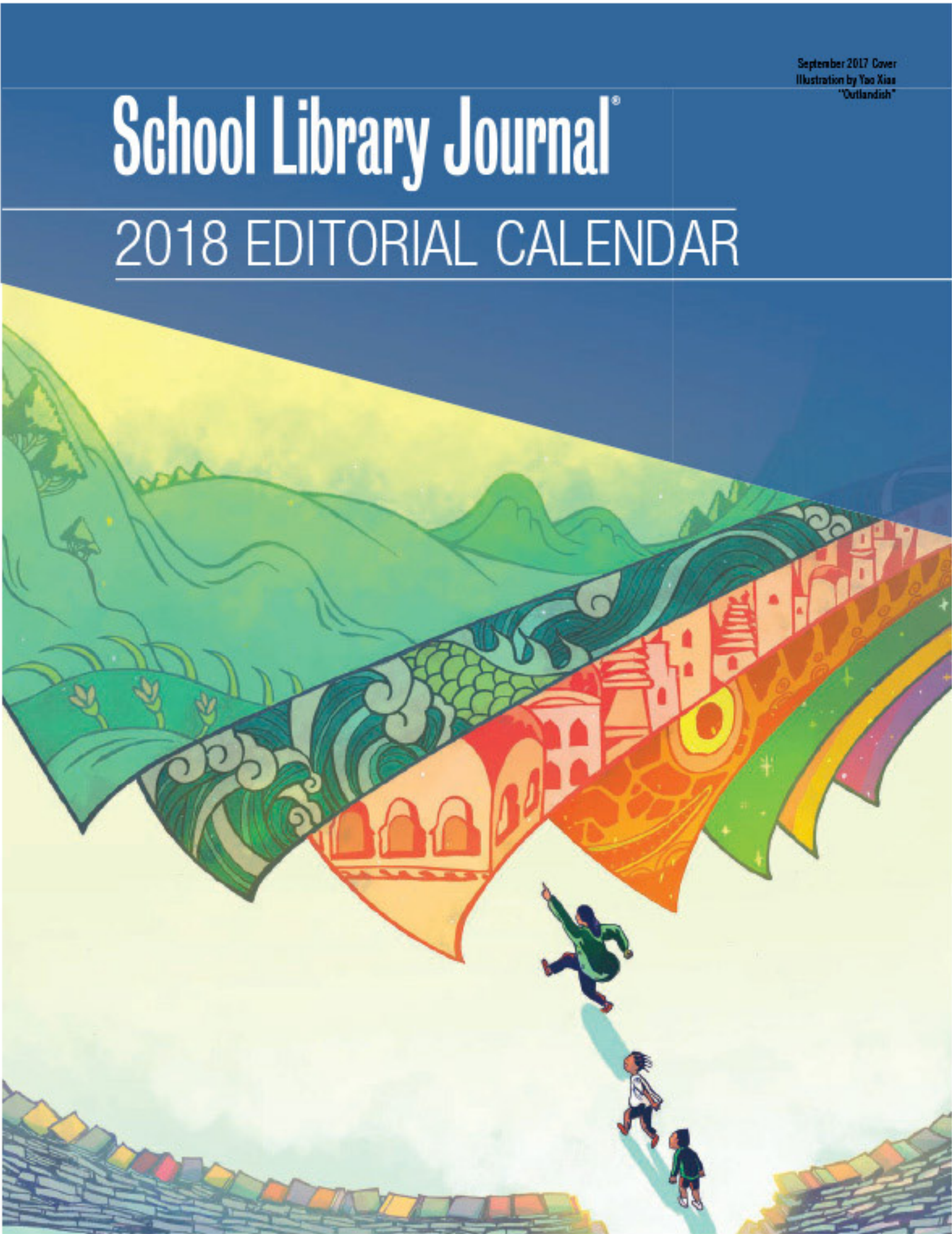
March 15 Movers & Shakers
April 1 What Goes on Your Gadget Bar?
April 15 Livestreaming, Library Events &
Professional Development Conferences
September 15 Collaboration: K-12, Public, & Academic

LIBRARY JOURNAL

EDITORIAL CALENDAR

WORK SAMPLE

SCHOOL LIBRARY JOURNAL
EDITORIAL CALENDAR



Read by more than 100,000 librarians, *School Library Journal* provides the information needed to integrate library collections into school curriculum, to become leaders in technology, reading and information literacy, and to make purchasing decisions for libraries and schools. *SLJ* is the world's largest and most authoritative reviewer of children's and young adult content covering books, audio, video, electronic, and library resources.

September 2017 Feature:
Photo by Felix Sanchez
SLJ School Librarian of the Year,
Tarrika Brown

Areas of Editorial Focus

Advocacy

Libraries are accelerators in serving the information literacy, and technology needs of 21st century children and young adults. At *SLJ*, we're committed to helping make the case for libraries with coverage that helps illustrate the value of libraries, models to point to for funding support, and tools for everyone's advocacy kit.

Buildings & Design

While libraries are more than buildings, great spaces serve as a platform for next level service, enabling the new—from maker spaces and media centers to kitchens and reading nooks. A symbol of the library's importance to the community, a fresh start, a haven—library as place is on the rise. *SLJ*'s design coverage provides insight into the full range of possibilities and builds the know-how to hire the right experts and get deep feedback, and buy-in, from stakeholders and communities.

Collection Development/
Readers Advisory/Publishing

SLJ is the world's largest and most authoritative reviewer of children's and young adult content covering books, audio, video and electronic resources, and library resources, and it is read by more than 100,000 librarians. In addition to publishing over 5,000 annual reviews *SLJ* also includes comprehensive coverage of readers' advisory tips, guidance on coming trends in everything from genres to the print to ebook continuum, and news on impactful changes in the publishing arena—as well as library initiatives on summer reading, early literacy, and community engagement around books and authors.

Series Made Simple

A twice-yearly peek into the Spring and Fall publishing seasons highlighting hot new children's and YA titles, including a short Galley Guide section—as well as author Q&As, special round-ups, and editorial book lists. This Publishing Guide is a free PDF download for our readers.

Innovation

Responding to digital and social disruption, and the growing implementation of new technologies in education, libraries are innovating faster and harder than ever before to support new trends. *SLJ* features extensive coverage and case studies of innovative services and models at libraries of all kind to be replicated, iterated, and adapted; giving library professionals the tools and skills to remain on the cutting edge.

January Centering the School Library
March State of School Libraries
June School Library/Public Library Partnerships •
Things I Didn't Learn in Library School
July New AASL Standards
September School Librarian of the Year

January School Libraries Post-Hurricanes
August Small Space Solutions

January Women in Biographies •
Top 100 Board Books • Hybrids & Illustrated Works
February Graphic Novels & Mental Health •
Picture Books for Older Readers • Nonfiction Series •
Spring Holidays
March Spring Announcements •
Best Podcasts for Kids • Youth Media Awards •
Chinese & Mandarin Languages • Focus on 1968
April Series Made Simple (Spring Nonfiction) •
Poetry • Board Book Roundup • Summer Holidays
May Maker Books • Gentrifying Collections •
Struggling Reader's Toolkit • Mystery & Thrillers
June Margaret A. Edwards Award • Arabic Language
July Teen Focus • Fall Holidays
August Author Programs • Natural Disasters & Climate
Change • Nonfiction Series • Back to School
September Fall Announcements • Back to School •
Great Native American Books • Halloween Roundup •
Russian Language
October Audio Preview • Winter Holidays
November Tween Feature •
Summer Reading Book Selection • Health & Sex Ed
December Best Books

April
November

March Thrifty Library Hacks
April Thrifty Library Hacks
May Maker Products
June School Library/Public Library Partnerships •
ALA & ISTE Coverage • Summer PD
July Teen Focus • New AASL Standards
September School Librarian of the Year
November Tween Feature
December Best Tech & Digital Resources

School Library Journal

EDITORIAL CALENDAR

WORK SAMPLE

SLJ TV SALES ENABLEMENT

Library Journals, LLC

LIBRARY
JOURNAL

School Library Journal

THE HORN
BOOK

CUSTOM

PRINT

DIGITAL

LIVE

CONTACT



SLJTV is the premiere digital hub for dynamic video content from our popular live events and interviews with top influencers in the children's literature community.

VISIT SLJTV WEBSITE

Library Journals, LLC

LIBRARY
JOURNAL

School Library Journal

THE HORN
BOOK

CUSTOM

PRINT

DIGITAL

LIVE

CONTACT

LibraryJournal.com



292,000

Average Monthly Pageviews

SLJ.com



482,200

Average Monthly Pageviews

HBook.com



1 41,504

Average Monthly Pageviews

SLJTV

SLJTV is the premiere digital hub for dynamic video content from our popular live events and interviews with top influencers in the children's literature community.

Extending SLJ's award-winning coverage, SLJTV also provides viewers with an inside look into trending topics, news from the field, and an inside peek into what we are currently working on.

A hallmark of SLJ, our reviews are complemented on SLJTV with insight from our editors on everything from hot topics in children's lit to the latest in technology and important trends in education and learning

MORE INFO (PDF DOWNLOAD)



A hallmark of SLJ, our reviews are complemented on SLJTV with insight from our editors on everything from hot topics in children's lit to the latest in technology and important trends in education and learning including:

- Interviews with top influencers in children's literature
- 30-Second Book Talks
- Tech Reviews
- Dedicated programming with SLJ's blog network stars including Betsy Bird, Travis Jonker, and other contributors
- Regular chats with SLJ editors on hot topics
- Best practices, how to content, from fun maker activities for your library to tips on early literacy
- Tie-ins to SLJ's award-winning feature stories covering a range of issues from serving struggling readers to diverse books

Additional programming will be announced soon.

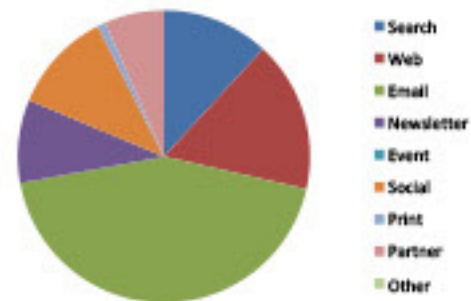


WORK SAMPLE

SLJTEEN LIVE! (VIRTUAL CONFERENCE) ANALYTICS DASHBOARD

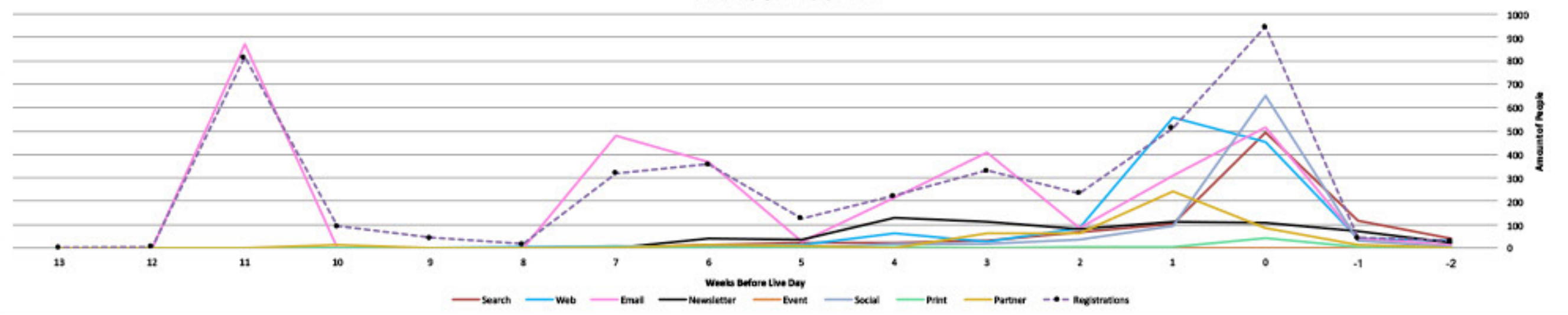
SLJTeen Live Campaign Performance		Total Landing Page Entrances (Medium)										2016 Entrances		2016 Conversions			2016 Conversions							
		909	1282	3338	705	0	862	69	503	0	7668			4100	3398									
BC		12%	17%	44%	9%	0%	11%	1%	7%	0%	↑			↑	↑									
		Landing Page										On24		2015										
Campaign Week Ending	Weeks out	Search	Web	Email	Newsletter	Event	Social	Print	Partner	Other	Landing Entrances	Total Landing Entrances TD	Landing Actions	Action Rate	On 24 Entrances	On 24 Conversions	Conversion Rate	Total Conversions	YTD vs. LY	2015 Week Ending	(+)	Total 2015 Conversions	2014	2013
Friday, August 26, 2016	-2	41	30	12	20	0	6	2	0	0	111	7668	51	45.95%	151	29	19.21%	4100	702	Friday, August 28, 2015	19	3398		
Friday, August 19, 2016	-1	115	39	38	71	0	32	6	13	0	314	7557	110	35.03%	268	43	16.04%	4071	692	Friday, August 21, 2015	51	3379		
Wednesday, August 10, 2016	0	494	454	517	108	0	651	42	83	0	2349	7243	897	38.19%	1730	946	54.68%	4028	700	Wednesday, August 12, 2015	560	3328	2782	3131
Friday, August 5, 2016	1	103	558	310	110	0	95	5	242	0	1423	4894	355	24.95%	792	512	64.65%	3082	314	Friday, August 7, 2015	218	2768	2411	2777
Friday, July 29, 2016	2	68	85	84	79	0	34	5	64	0	419	3471	239	57.04%	384	234	60.94%	2570	20	Friday, July 31, 2015	215	2550	2051	2383
Friday, July 22, 2016	3	31	27	410	112	0	17	0	64	0	661	3052	153	23.15%	687	331	48.18%	2336	1	Friday, July 24, 2015	302	2335	1851	1997
Friday, July 15, 2016	4	21	63	217	129	0	17	3	2	0	452	2391	159	35.18%	447	223	49.89%	2005	-28	Friday, July 17, 2015	304	2033	1709	1888
Friday, July 8, 2016	5	21	12	28	36	0	1	0	8	0	106	1939	39	36.79%	147	127	86.39%	1782	53	Friday, July 10, 2015	363	1729	1230	1766
Friday, July 1, 2016	6	13	5	368	39	0	1	2	11	0	439	1833	96	21.87%	732	358	48.91%	1655	289	Friday, July 3, 2015	164	1366	1034	1460
Friday, June 24, 2016	7	2	4	482	0	0	8	4	0	0	500	1394	146	29.20%	708	320	45.20%	1297	95	Friday, June 26, 2015	363	1202	960	1366
Friday, June 17, 2016	8	0	5	0	1	0	0	0	0	0	6	894	0	0.00%	8	17	N/A	977	138	Friday, June 19, 2015	652	839	887	1273
Friday, June 10, 2016	9	0	0	0	0	0	0	0	2	0	2	888	0	0.00%	14	43	N/A	960	773	Friday, June 12, 2015	122	187	714	1149
Friday, June 3, 2016	10	0	0	0	0	0	0	0	14	0	14	886	0	0.00%	10	94	N/A	917	852	Friday, June 5, 2015	65	65	3	897
Friday, May 27, 2016	11	0	0	872	0	0	0	0	0	0	872	872	0	0.00%	878	816	N/A	823	823	Friday, May 29, 2015	0	0	1	1
Friday, May 20, 2016	12	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	3	5	N/A	7	7	Friday, May 22, 2015	0	0	0	0
Friday, May 13, 2016	13	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	2	N/A	2	2	Friday, May 15, 2015	0	0	0	0
Friday, May 6, 2016	14	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, May 8, 2015	0	0	0	0
Friday, April 29, 2016	15	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, May 1, 2015	0	0	0	0
Friday, April 22, 2016	16	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, April 24, 2015	0	0	0	0
Friday, April 15, 2016	17	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, April 17, 2015	0	0	0	0
Friday, April 8, 2016	18	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, April 10, 2015	0	0	0	0
Friday, April 1, 2016	19	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, April 3, 2015	0	0	0	0
Friday, March 25, 2016	20	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, March 27, 2015	0	0	0	0
Friday, March 18, 2016	21	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	0	0	N/A	0	0	Friday, March 20, 2015	0	0	0	0

Medium Performance

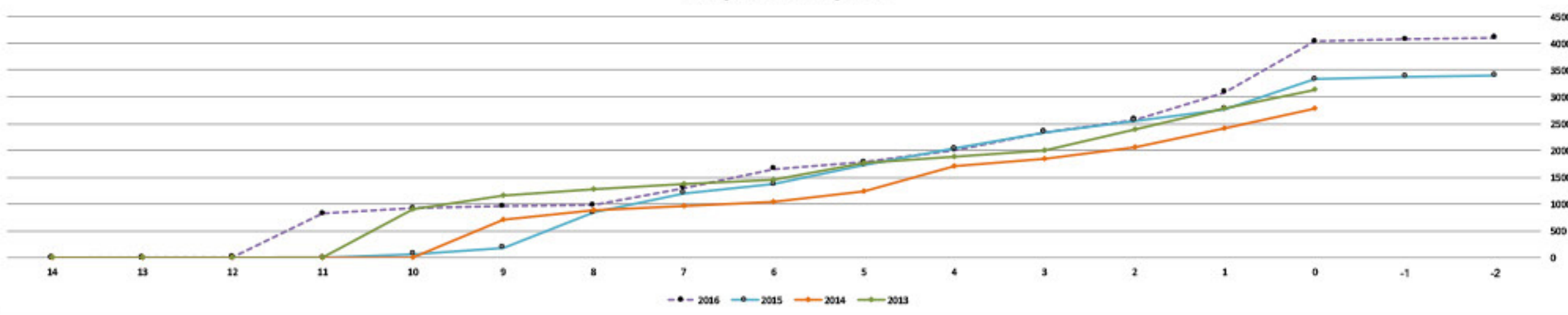


Notes:
<http://www.5minlib.com/>
<http://joycevalenza.edublogs.org/>
<http://weneeddiversebooks.org/>
knowledgequest.aasl.org
mentallinesinliteracy.weebly.com
readingwhilewhite.blogspot.com
teenlibrariantoolbox.com
 SLJTeen Morning Issue

Event Webpage Activity by Medium



2016 Registrations vs. Past Registrations



CONTACT

Let's Connect.

📞 781-424-8624

✉️ bgroverdesigns@gmail.com

💻 bgroverdesigns.com

“Bill is constantly geared towards providing unmatched customer (internal and external) service, while always looking to improve both output and his own skills and abilities. Bill’s overall proactive approach provides his sales and marketing colleagues with a high-level of confidence with service deliverables, which in turn enables them to drive more repeatable sales.”

- IAN SINGER, General Manager, Credo Education