

# David Noah Woodbury

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## EDUCATION

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### **University of North Carolina, School of Information and Library Science** Chapel Hill, NC

Master of Science, Information Science, Expected May 2009

- Masters thesis research on the use of mobile phones by undergraduates for educational purposes.

### **University of Kansas, College of Arts & Sciences** Lawrence, KS

Bachelor of Arts, English, 1998

- Honors program
- Junior year – University of Edinburgh, Scotland

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## WORK EXPERIENCE

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### **Metadata Research Center, School of Information and Library Science** Chapel Hill, NC

*Research Assistant/Project Manager Bot 2.0*

2008–present

Responsible for managing promotion, recruitment, and administrative activities for Bot 2.0, an NSF funded project at the Metadata Research Center and North Carolina Botanical Garden.

- Successfully recruited underrepresented undergraduate students from local campuses and organized 3 days of botany, technology, and research sessions. In charge of planning for similar program in 2009.
- Writing and updating web and promotional materials and co-writing additional grant proposals.
- Co-authored posters for Course, Curriculum, and Laboratory Improvement (CCLI 2008) and Dublin Core (DC 2008) conferences.

### **John Wiley & Sons Publishers** Hoboken, NJ

Promoted to sales and marketing positions over a seven year period (2000-2007) within the Higher Education division of a publisher of print and electronic products.

#### *National Product Consultant* 2006–2007

National sales representative for college textbooks and electronic products in mathematics, physics, accounting, and management.

- Trained sales representatives in key product areas over a seven state area.
- Presented textbooks and demonstrated online products to faculty clients.
- Exceeded individual and team sales targets; achieved 140% of target in 2007.

#### *Custom Services Account Manager* 2004–2006

National sales representative selling customized textbooks to colleges and universities nationally.

- Trained 24 field sales staff, modeled sales practices, and planned and implemented individual strategies to encourage the sale of new custom books.
- Analyzed financials and assigned pricing for custom products to optimize sales growth and profit.
- Achieved 138% of sales target in 2005, 127% in 2006 (a \$1 million annual increase).

#### *Marketing Manager* 2003–2004

Promoted to Wiley's home office in Hoboken New Jersey, wrote and implemented marketing plans for Business, Economics, and Finance titles (\$12 M annually).

- Collaborated with advertising staff, authors, and editors to create promotional material and sales tools.
- Developed product messages for revisions and for the acquisition and development of new products.
- Management and Marketing lists achieved 150% of target sales.

*Publisher's Representative*

2000–2003

Represented Wiley Higher Education in Kansas and western Missouri (\$1.2 Million territory). Sold textbooks, reported on editorial projects, and sent promotional copies of texts in all of Wiley's disciplines at four- and two-year colleges and universities.

- Increased sales in FY02 by 41% (129% of sales target), an increase of over \$400,000 and achieved 100% of sales target in FY03.
- Earned "2002 Best First Year Performance" award and recognized for best editorial reporting in the Western region, 2001 and 2003
- Served as a Technology Consultant for the Western district. Demonstrated and supported Wiley media products online via WebEx presentations.

**The Waterman Group**

Overland Park, KS

*Information Technology Recruiter*

1999–2000

Performed third party contingency and retained recruiting for firm specializing in Information Technology positions.

- Recruited mid-career and executive level employees for a wide variety of businesses. Client development included calling on old and new clients to sell recruitment and retention services.
- Earned bonus for 3 of 4 eligible quarters.
- Webmaster for company website. Wrote online and newspaper advertising.

**Martin Logan Ltd.**

Lawrence, KS

*Accounting Associate*

1999–2000

Accounting and customer service for high-end speaker manufacturer.

- Maintained accounts payable and collection.
- Provided inside sales support to customers.
- Promoted from initial temporary assignments to a full-time position.

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**PROFESSIONAL MEMBERSHIPS**

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**American Society for Information Science and Technology (ASIS&T)**

*Member*

2007–Present

**American Society for Information Science and Technology, University of North Carolina at Chapel Hill (ASIS&T-CH)**

*President*

2007–2008

- Elected by peers within School of Information and Library Science.
- Organized and promoted monthly talks on Information Science.

**American Library Association (ALA)**

*Member*

2007–Present

**North Carolina Library Association (NCLA)**

*Member*

2007–Present