

WILLIAM R. CRON, JR.

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SUMMARY OF QUALIFICATIONS

- **Trained archivist:** 5+ years of archival experience and education in appraisal, arrangement, description, cataloging, digitization, preservation, reference, and creating and managing online access tools for archival materials
- **Experienced historian:** Masters degree in American History, 4 years of experience researching, analyzing, and interpreting historical materials
- **Records management experience:** Currently employed as a records manager at the Government Accountability Office; previously managed business records for online retailer
- **Accomplished writer/editor:** 3+ years of experience as a professional editor; 5+ years of academic writing experience at the graduate school level; published author (*Mount Pleasant 1854-1954: a Pictorial History*)
- **Computer savvy:** Fluent in HTML/CSS, Adobe Creative Suite 3 (Photoshop, InDesign, Dreamweaver), Microsoft Office Suite (Word, Excel, Access, PowerPoint), Windows and Macintosh operating systems; 10 years of experience in website design, digital content management, search engine optimization, and online sales and marketing
- **Instructional design expertise:** Certified teacher with 3+ years of experience instructing K-12 and college-level students; trained staff for multiple employers

EDUCATION

University of Michigan School of Information

MSI Master of Science in Information

Ann Arbor, MI

August 2008

- Archives and Records Management Specialization
- Library and Information Science Specialization
- Michigan Teaching Certification with School Media Endorsement

Central Michigan University

MA Master of Arts in History, Early American History Specialization

BS Bachelor of Science in History

Mount Pleasant, MI

December 2007

April 1999

University of Michigan

BA Bachelor of Arts in Psychology

Ann Arbor, MI

April 1996

PROFESSIONAL EXPERIENCE

NetSmith RM/IT Consulting

Records Manager, Government Accountability Office

Washington, DC

April 2009 – Present

- Manage "big bucket" disposition schedules and employee access controls for over 3 million paper and electronic records at the Government Accountability Office
- Train GAO employees to use enterprise document management system to create, store, and access work products
- Manage and support agency-wide file plan to satisfy operational needs and comply with legal requirements
- Communicate with agency staff to ensure compliance with legal and operational requirements

Thunderdome Media, LLC

Digital Content Manager

Ann Arbor, MI

Sept. 2006 – April 2009

- Designed and managed digital assets, including web pages, photographs, audio, and video content for multiple commercial websites
- Managed digital and paper records necessary to support business operations, including sales and payment records, customer information, and tax documents; implemented retention and disposition procedures
- Created marketing campaigns that helped company increase its annual gross sales from \$310,000 (2006) to \$450,000 (2008); increased direct e-mail marketing subscription list from 9,000 to 14,500 customers

Smithsonian Institution National Museum of American History

Archives Center Intern

Washington, DC

February 2008

- Processed materials from the Naff Arab-American Collection per established archival standards
- Arranged collection materials to afford physical and intellectual access for researchers and archives staff
- Selected and constructed appropriate archival housing to ensure long-term preservation of materials

University of Michigan College of Engineering InterPro

Search Engine Optimization Specialist

Ann Arbor, MI

Jan. 2008 – June 2008

- Managed Google AdWords marketing campaigns to promote Six Sigma training programs
- Advised co-workers regarding best practices for website design to maximize usability and search engine visibility

Greenhills High School/Burns Park Elementary School

Student Teacher

Ann Arbor, MI

Aug. 2007 – Dec. 2007

- Designed and delivered library, computer, and research instruction to 250 secondary/150 elementary school students
- Managed library functions: resource selection, cataloging, budgeting, database access, fundraising, special events

Bentley Historical Library, University of Michigan

Graduate Reference Assistant

Ann Arbor, MI

Jan. 2007 – May 2007

- Researched remote reference requests and introduced users to archival access systems
- Cataloged items and designed exhibit for University of Michigan student scrapbook collection
- Created online finding aid for this collection, located at: <http://bentley.umich.edu/research/um/scrapbooks/>

James M. McClurken & Associates

Managing Archivist and Editor

Lansing, MI

May 2003 – July 2005

- Created item-level metadata for extensive collection of Native American and government documents
- Directed acquisition and processing of digital, textual, audio-visual, and photographic materials for private archives
- Collaborated with a team of professional anthropologists to write and edit expert witness reports to be used in Native American land use and treaty rights cases
- Developed extensive genealogical and land patent databases using Microsoft Access
- Coordinated research teams at National Archives facilities in Washington, DC and San Bruno, CA

Leelanau County Historical Museum

Archives Intern

Leland, MI

June 2002 – Sept. 2002

- Developed in-house digital access system for the museum's photo collection
- Appraised, arranged, described, and created finding aid for local author's papers
- Designed visual exhibits and planned public programming activities

Clarke Historical Library, Central Michigan University

Editorial Assistant

Mount Pleasant, MI

Aug. 2001 – May 2002

- Selected and edited primary documents for inclusion in *Messages of the Governors of Michigan, 1941-1948*
- Acted as liaison between Michigan Governor's communication office and Central Michigan University Press

Beyond Interactive

Website Promotion Specialist

Ann Arbor, MI

Sept. 1995 – Sept. 1998

- Directed online marketing campaigns for a broad range of clients: used banner advertising, link networks, website revision, and e-mail address lists to increase customer base and enhance sales
- Developed centralized free resource to enable users to promote their own websites
- Helped small start-up company expand into large multinational Internet advertising firm