

Cora Astin

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PROFESSIONAL SUMMARY

Marketing and communications professional with experience driving community engagement, developing brand standards, and managing multi-channel content strategies for mission-driven organizations. Skilled in campaign planning, social media management, content creation, and stakeholder engagement. Currently pursuing an M.A. in Journalism and Mass Communication with an Emerging Media emphasis at the University of Georgia.

EDUCATION

University of Georgia

M.A. in Journalism and Mass Communication. Emerging Media Emphasis.

2028

Kansas State University

B.S. in Elementary Education. Graduate with Honors.

2021

Relevant Coursework: English as a Second Language Emphasis

EXPERIENCE

Children's Librarian

2023 – 2026

Wamego Public Library

- Managed digital communications and content strategy across social media, website, newsletters, and promotional campaigns for a community-serving public institution.
- Established cohesive brand standards and visual identity guidelines adopted across library departments and marketing initiatives.
- Planned, promoted, and executed community events, educational programs, and outreach campaigns serving diverse audiences.
- Coordinated partnerships with local businesses, nonprofits, and community organizations to expand program visibility and participation.
- Developed marketing materials including social graphics, flyers, newsletters, presentations, and annual report content.
- Led project timelines, resource coordination, volunteer management, and event logistics for multiple concurrent initiatives.
- Researched and secured grant funding to support new programs and community engagement efforts.
- Collected and reported program metrics to evaluate engagement and inform future planning.

Second Grade Teacher

2022 – 2023

St. George Elementary School, Rock Creek School District

- Designed and delivered multimedia instructional materials tailored to diverse learners.
- Maintained student records and created data-driven communication reports for families, educational teams, and administrators.
- Integrated digital tools into classroom instruction and stakeholder communication.

Kindergarten Teacher

Spring 2022 – Spring 2022

Ware Elementary School, Geary County School District

- Developed age-appropriate instructional content and resources for students and families.
- Facilitated daily communication with parents and administration about student goals and progress.

ACTIVITIES & LEADERSHIP

Highland Community College Early Childhood Advisory Board

2023-2025

2026 CLEL Bells Award Selection Committee

Kansas Library Association

2023-2026

Member

SKILLS

Marketing and Communications: Campaign planning, Content strategy, Social media management, Copywriting, Audience engagement

Brand and Design: Brand guidelines, Visual identity development, Canva, Adobe Creative Cloud, Marketing collateral

Project and Event Coordination: Event marketing, Community partnerships, Stakeholder communication, Volunteer coordination, Event logistics

Technology: Microsoft 365, Google Workspace, Meta Business Suite, Reporting and analytics