

Martha Camacho

Martha Camacho is a reference librarian at Pasadena Public Library. A graduate of the MLIS program at San Jose State University, she manages research services, the Pasadena local history collection, Municipal Information Services (Pasadena Library's personalized research service to City staff), and seven professional librarians. Her role requires her to network with colleagues within the City and from other organizations, advocate for the preservation and awareness of local history materials, and market specialized services to existing and potential users.

Before her time as Pasadena Public Library, she was a high school librarian where she became a Jill-of-all trades, including event planning. Martha offers a unique perspective on event planning, with experience planning events such as book fairs, open house nights, and poetry slams for high school students to planning events for the public library to launch a new service, market the local history collection, and participate in City-wide outreach and programming efforts. She understands the power that an event with purpose can have in drawing in existing users and reaching out to new users.