

# James E. Martin

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## Profile

As a communicator and technologist, I bring a wide range of experience, leadership ability, technical skills, and creativity to solve various communications problems through strategy, design, programming, training, writing, and collaboration.

## Experience

**ASSOCIATE DIRECTOR, COMMUNICATIONS TECHNOLOGY, TYSON FOODS, SPRINGDALE, AR — JUL 2016-PRESENT**

As a member of the Communications Leadership Team, I participate in enterprise-wide communications strategy. I provide valuable analytics to measure the effectiveness of internal, public relations, crisis management, and social media campaigns. I enable and expand communication and collaboration through our SharePoint intranet, Microsoft Teams, and digital signage.

**DIRECTOR, INTERNAL COMMUNICATIONS, TYSON FOODS, SPRINGDALE, AR — NOV 2015 – JUN 2016**

Worked with CEO and senior leaders to facilitate better communications at all levels, through effective planning, engaging writing, well-designed user experiences, analytics, and effective use of existing and emerging technologies.

**SENIOR MANAGER, CORPORATE CREATIVE SERVICES, TYSON FOODS, SPRINGDALE, AR — OCT 2013–OCT 2015**

Managed a team of creatives helping departments communicate with internal and external audiences. Collaborated with clients to create effective internal communications campaigns, to write copy that adhered to corporate style, to solve problems through effective print and web design, and to produce, edit, and direct engaging videos.

**WEB DEVELOPER, CORPORATE COMMUNICATIONS, TYSON FOODS, SPRINGDALE, AR — JUL 2012–OCT 2013**

Designed and developed websites for clients of Corporate Communications. Created media campaigns for digital signage. Edited audio and video for the web.

**SOFTWARE TRAINER & CONSULTANT, TRIDENT TECHNICAL COLLEGE, CHARLESTON, SC — DEC 2003–JUN 2012**

Developed and delivered group, one-on-one, and web-based professional development and technical training on a wide variety of software. Managed projects and provided technical assistance to departments by developing and implementing performance-improvement solutions. Wrote and maintained software documentation. Designed screencasts and other instructional media.

**ADJUNCT INSTRUCTOR, PULASKI TECHNICAL COLLEGE, NORTH LITTLE ROCK, AR — JAN 2007–MAY 2011**

Developed and taught online literature and composition courses for the Department of English. Managed all aspects of online course delivery via Blackboard learning management system (LMS). Courses taught: ENGL 2336, American Literature from 1865 to present; ENGL 1312, English Composition II.

**ADJUNCT INSTRUCTOR, TRIDENT TECHNICAL COLLEGE, CHARLESTON, SC — AUG 2004–DEC 2006**

Developed and taught English composition classes for the Department of English and Journalism. Courses taught: ENG 101, English Composition I; ENG 102, English Composition II.

**WEB DEVELOPER, WHEATDESIGN.COM, MOUNT PLEASANT, SC — JAN 1998–DEC 2006**

Developed data-driven websites for clients. Developed custom content management systems. Consulted on all issues relevant to site design, development, hosting, and maintenance.

**TECHNOLOGY COORDINATOR, PRE-COLLEGE PROGRAMS, UNIV. OF ARKANSAS, FAYETTEVILLE, AR — FEB 2000–DEC 2003**

Conducted technology workshops for students in public schools. Developed and conducted summer technology education classes in video editing, animation, and web design for 7th-12th grade students. Developed internet and intranet sites for Pre-College Programs, a group of grant-funded educational outreach programs including Educational Talent Search, Upward Bound, and Veterans Upward Bound.

## Education

University of Arkansas, Fayetteville — MA, English, 2001

University of Arkansas, Fayetteville — M.Ed., Educational Technology, 2000

University of Arkansas, Fayetteville — BA, English, 1994

## Skills

Leadership, Project Management, Documentation, Teaching, Writing, Instructional Design

## Technical/Software Skills

Acorn, Basecamp, Blackboard, Bootstrap, CSS3, Drupal, Excel, GarageBand, Git, Google Analytics, Google Data Studio, Industry Weapon, Google Classroom, Google G Suite, HTML5, JavaScript, jQuery, NetBase, Markdown, Microsoft Office 365, MySQL, PHP, PowerPoint, Python, React Native, Responsive Web Design, Scala Enterprise Content Manager, ScreenFlow, SharePoint, Signal, Sitecore CMS, Slack, Sublime Text, Teams, WordPress

## References

Available by request