

James E. Martin

843-364-6237 • wheat@wheatdesign.com • 1871 N. Cambridge Rd., Fayetteville, AR 72701

Profile

I'm a teacher and educational technologist. I'm experienced in education and communications, often on the technical side of both. I create efficient solutions for productivity problems and help people communicate better. I'm passionate about literature, music, software, and coffee.

Experience

TECHNOLOGY COORDINATOR, UPWARD BOUND, UNIVERSITY OF ARKANSAS, FAYETTEVILLE, AR – FEB 2021-PRESENT

In this part-time position, I provide technology consulting and assistance for Upward Bound programs at the University of Arkansas, Fayetteville, helping low-income and first-generation high school students prepare for success in college. I shoot and edit videos, manage websites, provide technical and A/V support, and develop training for students and staff.

ENGLISH FACULTY, HAAS HALL ACADEMY, THE JONES CENTER, SPRINGDALE, AR – JUL 2020-PRESENT

As a member of the English Faculty at Haas Hall, I teach 9th, 10th, and 11th grade literature and composition classes and 12th grade AP Research and AP Literature classes, both in-person and online. I utilize Google Classroom, Google Meet, Google Forms, and other G Suite tools to deliver quality instruction equitably, while adhering to necessary COVID-19 safety protocols.

ASSOCIATE DIRECTOR, COMMUNICATIONS TECHNOLOGY, TYSON FOODS, SPRINGDALE, AR – JUL 2016-JUN 2020

As a member of the Communications Leadership Team, I developed enterprise-wide communications strategy. I provided valuable analytics to measure the effectiveness of internal and external campaigns (public relations, crisis management, and social media). I enabled and expanded 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 the CEO and senior leaders of 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. Worked collaboratively 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 for 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

Through the IT Training Center, I developed and delivered group, one-on-one, and web-based professional development and technical training to faculty and staff on a wide variety of software. Managed projects and provided technical assistance to faculty, staff, and departments with developing and implementing performance improvement solutions. Participated, as a member of Leadership Cabinet, in a wide range of

faculty development issues. 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 web sites for clients. Developed custom content management systems. Consulted on all issues relevant to site design, development, hosting, and maintenance.

TECHNOLOGY COORDINATOR, PRE-COLLEGE PROGRAMS, UNIVERSITY 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, Communication, Project Management, Documentation, Teaching, Writing, Social Media Monitoring, Instructional Design, Videography

Technical/Software Skills

Acorn (image editor), Adobe Photoshop, Apple Final Cut Pro, Apple GarageBand, Apple Keynote, Apple Pages, Apple Numbers, Basecamp, Blackboard Learn (LMS), Bootstrap, CSS3, Drupal, Git, Google Analytics, Google Classroom (LMS), Google Data Studio, Google Docs, Google Draw, Google Forms, Google JamBoard, Google Meet, Google Presentations, Google Sheets, Google Workspace, Industry Weapon, HTML5, JavaScript, jQuery, NetBase, Omni CMS, Markdown, Microsoft Access, Microsoft Excel, Microsoft Flow, Microsoft Forms, Microsoft Outlook, Microsoft Power Automate, Microsoft PowerPoint, Microsoft SharePoint, Microsoft Teams, MySQL, PHP, Python, React Native, Responsive Web Design, Scala Enterprise Content Manager, Signal AI, Sitecore CMS, Slack, Sublime Text, Telestream ScreenFlow, WordPress.

References

Available by request