JAMES E. MARTIN

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SUMMARY

As a communicator and technologist, I bring a wide range of skills, creativity, and experience to solve communications problems of all sorts through design, programming, training, and writing.

EXPERIENCE

Associate Director, Communications Technology, Tyson Foods, Springdale, AR, 7/2016–present

I discover and define new communications channels, find ways to get more value out of existing channels, and solve technical problems of all sorts—through consulting, coding, research, and training. Communications are increasingly mediated through technology. I make sure we have the right tools in place, design communications solutions, and empowering users. Much of my current work involves SharePoint and Office 365. I also manage our Scala Enterprise Content Management digital signage platform and our internal video delivery platforms.

Director, Internal Communications, Tyson Foods, Springdale, AR, 11/2015–6/2016

Worked with CEO and senior leaders of a Fortune 100 corporation to facilitate better communications at all levels, through effective planning, engaging writing, well-designed user experiences, analytics, and effective use of established and emerging technologies.

Senior Manager, Corporate Creative Services, Tyson Foods, Springdale, AR, 10/2013–10/2015

Managed Corporate Creative Services, a team of creatives who helped departments communicate their initiatives to 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, 07/2012–10/2013

Designed and developed websites for clients Corporate Communications using HTML5, CSS3, PHP, JavaScript, and jQuery hosted via Sitecore CMS, WordPress, SharePoint and custom LAMP-stack CMSes. Created media campaigns for digital signage using Industry-Weapon CommandCenterHD. Edited audio and video for the web.

Software Trainer & Consultant, Trident Technical College, Charleston, SC, 12/2003–06/2012

Developed and delivered group, one-on-one, and web-based professional development and technical training on Microsoft Access, Microsoft Excel, Microsoft Report Builder, Microsoft SharePoint, Microsoft SharePoint Excel Services, Microsoft SQL Server Reporting Services (SSRS), Oracle Discoverer Plus, and Datatel Colleague. Managed and provided technical assistance to departments with developing and implementing performance improvement solutions. Wrote and maintained software documentation and screencasts.

Adjunct Instructor, Pulaski Technical College, North Little Rock, AR, 01/2007–05/2011

Developed and taught online academic 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, 08/2004–12/2006

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, 01/1998–12/2006

Developed data-driven web sites for clients using XHTML and CSS for presentation, PHP for business logic, and MySQL for data storage. Developed custom content management systems. Consulted on all issues relevant to site design, development, hosting, and maintenance.

Technology Coordinator, University of Arkansas, Fayetteville, AR, 02/2000–12/2003

Developed data-driven 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. Designed and delivered professional development training. Developed and conducted summer technology education classes in video editing, animation, and web design for 7th-12th grade students. Conducted technology workshops for students in public schools.

TECHNICAL SKILLS

Acorn, Coda 2, CodeIgniter, CSS3, HTML5, JavaScript, jQuery, MongoDB, MVC, MySQL, Office 365, PHP, Responsive Email Designer, Responsive Web Design, Scala Enterprise Content Manager, ScreenFlow, SharePoint Online, Sitecore, Swift, WordPress, Xcode.

EDUCATION

Master of Arts, English, University of Arkansas, 2001
Master of Education, Educational Technology, University of Arkansas, 2000
Bachelor of Arts, English, University of Arkansas, 1994