

Summary of Experience and Qualifications

- Multi-talented MBA with diverse experience in Project Management, IT, Curriculum Design development and delivery, along with strong general management background.
- Direct report of President/CEO for launch of 17 new franchises in the retail photography sector.
- Over ten years of training and development experience for multiple audiences and levels including design, and delivery of authored materials.
- Project management skills credited with on time and under budget completion of 16 business openings.
- IT/System Documentation specialist with experience in technical writing, operations manuals, and curriculum development. Able to take project from inception to roll out.
- Innovative design skills for print and web media. Original commercial photography and web design credited with over 66% sales increase for one employer.
- Versatile IT background, including telecommunications, electronics troubleshooting and repair, web and software development, configuration management and computer infrastructure.
- QA expertise in military, corporate and franchise environments.
- Strong communication skills. Skilled public speaker with experience presenting to small and large groups.

Employment

2009-Present William Morton Visuals San Diego, CA/Dallas, TX

Owner - Provide photography services for commercial clients and corporate events; serve as a web designer and webmaster.

- Provide photographic coverage of conventions and corporate events throughout the US, ranging from 250 people to 16,000.
- Teach photography at University of California San Diego (UCSD) and for the Panasonic-sponsored Digital Photo Academy.
- Develop and maintain up to 36 commercial websites for clients and non-profits.
- President of ASMP San Diego, a trade organization of publication photographers.

2013-Present Modulant Long Beach, CA/Charleston SC

Web Designer II – Maintain corporate website to comply with Department of Defense requirements. Update website in conjunction with marketing campaigns.

- Develop new visual identity for Defense Logistics Agency (DLA) Virtual Item Manager (VIM) website.
- Develop HTML and CSS coding to update the website without impairing functionality.
- Provide early morning technical support for DLA customers.
- Conduct training sessions with new VIM users via telephone and remote support.

2011-Present Camera Ready Cosmetics La Mesa, CA/Dallas, TX

IT Manager - Responsible for all Information Technology for retail storefront and online e-commerce website.

- Expanded computer infrastructure by 200%.
 - Installed computer network in new storefront, adding security protocols and surveillance systems.
 - Managed conversion of online store to hosted solution, including data migration.
 - Train personnel in operation and management of e-Commerce system.
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2011-2015 DeVry University San Diego, CA
Adjunct/Visiting Professor - Teach blended onsite/online undergraduate courses in web design and graphic design.

- Led inaugural onsite course in Multimedia Design.
- Actively participated in upgrading course curriculum to improve accuracy and include updated technology.

2004–2009 Grins 2 Go, Inc. San Diego, CA
Corporate Photography Manager – Developed the franchise’s photography styles, operational processes, workflows and procedures.

- Key writer, developer and formatter of three Operations Manuals, including all photography processes and operational workflows.
- Trained personnel in photography, including software applications and digital workflow. Averaged 4.4 of 5 on performance ratings by trainees.
- Managed the opening of new mobile/on-location franchises, and supervised the setup of new “brick and mortar” studios. Performed Quality Assurance evaluations and testing on computer systems and software configurations.
- Negotiated the Initial Equipment List, creating an 18% savings in budget.
- Stepped in to serve as the in-house Director of Information Technology, saving numerous support calls and expenses.

2002-2004 PDIT, Inc./Modulant Long Beach, CA
Technical Analyst II – Trained and supported users of a Department of Defense (DOD) supply chain management website, both remotely and on-site nationwide.

- Troubleshoot discrepancies between DOD data sources and user-generated data.
- Coordinated communication between disparate government agencies, manufacturing companies, and corporate personnel.
- Presented briefings to the DOD and manufacturers at national conferences.

1996–2000 Nemko EESI, Inc. San Diego, CA
Senior Technical Writer – Prepared test reports for corporate clients, U.S. and international government agencies, created marketing materials and a corporate website.

- Standardized documentation of all reports.
- Implemented an all-digital report format.

1987–1996 U.S. Navy
Instructor/Aviation Electronics Technician – Troubleshoot and repaired avionics components from electronic warfare systems. Provided classroom and laboratory instruction of personnel on the maintenance and operation of computerized automatic test equipment through a 480-hour course.

- Served in two E-6 positions as an E-5 (Work Center Supervisor and Instructor).
- Named “Sailor of the Quarter” while serving as an Instructor and was awarded the Navy Achievement Medal for exceptional performance.
- Served as Quality Assurance Inspector for five different commands.

Education

MBA, Keller Graduate School of Management, 2007
Project Management concentration (3.44 GPA)

Bachelors of Science in Information Technology, University of Phoenix, 2003
Web Management concentration (3.6 GPA)