

Richard A. Tatum

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<http://tatumweb.com/career/> *website*

CAREER OBJECTIVE:

I seek a career challenge to exercise and stretch my varied skills as a communicator, trainer, analyst, strategist, project manager and generalist skilled with Internet, Web and Information Technology. As a self-taught technology generalist with strong leadership, communication, and design skills I can “plug-in” anywhere with minimal oversight. If you need a self-starter to take your website, weblog, podcast or online initiatives to the next level, I would love to talk with you.

SUMMARY OF PROFESSIONAL QUALIFICATIONS:

- Self-starting, creative worker needing minimal supervision. Strong team player with proven leadership, research, analytical, technical, and communication skills (oral, visual, and written).
- Three years departmental management experience, additional years leading teams and managing mission-critical projects.
- Two years audio/video editing using professional tools, and proficient with professional graphics tools.
- Twelve-plus years in IT doing training, support, project management, content management, and new product development
- Expert in Microsoft Office and numerous desktop applications. Two-plus years providing technical support to 1,000+ user network.

EXPERIENCE AND ACCOMPLISHMENTS:

Multimedia:

- As online media managing editor, led the creation, development, launch and maintenance an online training site using RSS, streaming media, podcasts, courseware, and voiceover work

Project Management:

- Led projects to develop, create, launch and support database-driven content-management sites
- Implemented and supported newsletter delivery using Lyris list server
- Project-manager for leading DB-driven subscription portal for communicators
- Project-manager for development, creation, conversion, data cleansing, and launch of major archive site for top magazine publisher

Management and Leadership:

- Several years experience in multiple leadership roles: managing editor, department head, team leader, project manager, group trainer, employee representative, campus minister, user-group president
- Initiated or led several projects to enhance content-driven websites enhancing value and increasing revenue including adding 50+ digitized book titles to CTLibrary.com, a major site overhaul and redesign of ChristianityToday.com, and the seamless use of multimedia at ChristianityToday.com and FaithVisuals.com.

Writing and Editing:

- Published: freelance writer
- Training and course creation: Wrote all training materials for online learning site
- Technical writing: Wrote and designed online help documents for multiple websites
- Experienced blogger (2+ years) with a growing readership and increasing site traffic

Public Presentations:

- Presenter at the Internet Ministry Conference (GospelCon.org) in September 2007.
- Presenter at Evangelical Christian Publisher’s Association’s third annual “Publishing University” on Strategies for working and publishing in an information age (2006)
(See below for more...)

RECENT WORK HISTORY:

• FREELANCE WRITER/CONSULTANT:

Ongoing

Consulting:

- Coding Moveable Type templates from supplied artwork:
 - » blog.preachingtoday.com
 - » blog.todayschristianwoman.com/editors
 - » blog.todayschristianwoman.com/walkwithme
 - » blog.christianitytoday.com/giftedforleadership

- Christianity Today Intl. (blogging, multimedia production, data-cleansing, blog strategy, research)
- MagnetStreet.com (corporate blog strategy)
- [The Digital Sanctuary](http://TheDigitalSanctuary.com) (editorial)
- Aurora First A/G (podcast strategy/production)
- CustomZines.com (blogging strategy, newsletter strategy)

Writing:

- CTCourses.com (now defunct)
- ChristianityToday.com

- [Leadership journal](#)
- [PreachingToday.com](#)
- [Ministry Today](#) magazine & [weblog](#)
- [CTLibrary.com](#) [blog](#)
- [Christianity Today Movies Channel](#)
- [ChristianBibleStudies.com](#)
- Today's Pentecostal Evangel
- OnCourse magazine
- [ChristianBookSummaries.com](#)
- Two Southwestern A/G Univ. literary magazines
- The A/G Christian Education dept.

Writing samples: <http://tatumweb.com/blog/published/>

• **PUBLIC SPEAKING AND INTERVIEWS:**

Ongoing

- Presenter:*
- GospelCom's The Internet Ministry Conference ("Integrity on the Internet," September 22, 2007).
 - GospelCom's The Internet Ministry Conference ("Relationship Blogging," September 21, 2007).
 - ECPA's "Publishing University" ("Strategies for working and publishing in an information age," November 14, 2006).
 - Technologies for Worship Magazine's Inspiration '98 conference ("Integrity on the Internet," September 8, 1998).
 - Northern California/Nevada District Council annual business meeting ("Integrity & The Clear and Present Danger of the 'Net,'" April 22, 1997).
 - Teen Challenge International Conference, Springfield, Missouri ("Dangers of Internet Addiction," January 1997).
 - Multiple presentations as founding president of a local Internet users' group (1994-1996)

- Interviews:*
- John Hall and Stephanie Frascetti radio show on Word-FM ("Jesus Camp," October 3, 2006).
 - Phone-in guest on MSNBC's "The Most" with Alison Stewart ("Jesus Camp," September 26, 2006).
 - Garrick Van Buren's podcast, "First Crack" ("First Crack 65. First Crack Turns One Through Rich Tatum's Ears," October 17, 2005).
 - Lu's View, a morning show on KBTU (Monterey, CA), hosted by Dr. Maimes & Lu Valentino ("Internet Infidelity," August 30, 2001).
 - "Radio Liberty: Watch & Pray Broadcast" with Dick Tennesen ("Internet Issues," June 05, 1997)
 - "Radio Liberty: Watch & Pray Broadcast" with Dick Tennesen ("Integrity on the Internet," May 27, 1997).

Available for interviews, training, and presentations on Internet technologies, office computing skills, blogging, podcasting, and moral and ethical issues relating to the Internet. Contact at <http://tatumweb.com/blog/about/contact/>.

• **CORNERSTONE CHURCH:**

October 2007-December 2007

Title: **Marketing and Media Director**

- Duties:*
- Oversaw entire broadcast media and image magnification services of church, producing two half-hour broadcasts each week for local broadcast, filming and editing of in-service announcement videos, and DVD master production for Maury Davis Ministries.
 - Created, designed, and printed several promotional and marketing pieces.
 - Managed press and media relations, secured media coverage for major events.
 - Managed large-scale production of postcards and mailout pieces for church promotional campaigns.
 - Provided marketing-oriented feedback for all aspects of church events and services.
 - Collaborated with vendors to plan and deploy regional advertising efforts.
 - Wrote press releases and provided copy-editing and proofing services for all printed material.
 - Responsible for maintenance and expansion of website properties

Required strong communication and skills, writing skills, design skills, video editing skills.

Contact: Bob Keich, Executive Pastor; 476 W. Old Hickory Blvd; Madison, TN, 37075. (615) 865-6655

• **CHRISTIANITY TODAY INTERNATIONAL:**

January 2004-November 2006

Title: **Online Media Managing Editor**

- Duties:*
- Managed content creation and production from start to finish of several online media training courses in WMV, MPEG, and FLV format.
 - Created, produced, and provided voiceover for podcasts to promote the new content.
 - Mastered Adobe Premiere Pro, Adobe Audition, Tsunami MPEG Encoder (and other tools) to rip,

copy, transcode and edit digital video in various formats.

- Created and edited intro and outro video, sample/promotional video
- Edited (cut-down) video from each course teacher
- Designed and created PowerPoint slides synchronized to each video
- Wrote extensive discussion and journaling question guides, provided full transcripts, moderated message boards, produced quizzes, quotes and scripture reference documentation, and designed and created related PDF downloads.
- Assisted with the strategy, development, and launch of a new Web initiative for online media (video, audio, MP3, images, and PowerPoint) delivered to churches (FaithVisuals.com).

Required strong communication and skills, writing skills, design skills, video editing skills, an ability to create a learning environment for online users.

Contact: Kevin Miller, CTI Vice President of Online Resources; 465 E. Gundersen Drive, Carol Stream, IL · (630) 260-6200

- **CHRISTIANITY TODAY INTERNATIONAL:** June 2000-January 2004
Title: **Internet Operations Manager**

- Duties:*
- Managed development and production project timelines
 - Contributed to the design and implementation of a custom CMS, then managed the project as it was created and launched
 - Responsible for testing, troubleshooting, and documenting development software
 - Led 5 content-production employees
 - Established production standards and assured quality on all Web content
 - Facilitated communication between development team and leadership, translating “geek speak” into actionable information
 - Monitored traffic trends, server load and uptime, and content production goals
 - Installed and managed Lyris newsletter server
 - Maintained monitoring tools to assure reliable performance of Web and data network
 - Provided charts, graphs, and trend analyses providing a “big picture” view of activity on our websites, membership lists, and newsletter opens/deliveries
 - Resolved newsletter delivery problems, served as newsletter “postmaster.”
 - Actively participated in Department Head meetings, helping set the tone and direction of several corporate initiatives

Required strong communication and analytical skills, writing skills, big-picture analysis, design skills, project management skills.

Contact: Vicki Howard, CTI Vice President of Production and Technology; 465 E. Gundersen Drive, Carol Stream, IL · (630) 260-6200

- **CHRISTIANITY TODAY INTERNATIONAL:** August 1999-June 2000
Title: **Project Manager, PreachingToday.com / Special Projects manager**

- Duties:*
- Key player in delivering a communicator’s resource portal with about 20,000 members currently, each representing \$80 a year in income.
 - Managed multiple project timelines and deliverables for all parties for the PreachingToday.com CMS project
 - Coordinated work between the programming team, the content-production team, database-designers, and an outside vendor providing the CMS
 - Worked closely with design team to assure quality on usability and functionality
 - Wrote nearly all of the online customer support documentation
 - Fielded all customer-service queries prior to hiring customer care personnel
 - Designed, created, and managed the delivery of the Weekly Illustration Update newsletters

Required strong communication and analytical skills, writing skills, design skills, project management skills.

Contact: John Larue, CTI Vice President of Research & Development; 465 E. Gundersen Drive, Carol Stream, IL · (630) 260-6200

- **HYPERKALEO CONSULTING:** May 1999-August 1999 (4 months)
Title: **Freelance Content Production and Project Management**

- Duties:*
- Provided remote website design and management
 - Provided as-needed user training

- Managed newsletter delivery and list server management
- Wrote content management system and production process documentation

Required strong communication and analytical skills, design skills, project management skills.
Contact: Doug Pitt, ServiceWorld owner; 1409 West Sunshine; Springfield, Missouri 65802 · (417) 831-7077

• **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** July 1997 (**temporary assignment**)

Title: **Official photographer and webmaster for *The Council Today***

- Duties:*
- Designing, creating, and managing the official Website for the bi-annual business meeting newspaper for the Assemblies of God: *The Council Today*.
 - Provided journalistic photography covering assigned events and personalities throughout the day and evening, work was used in the daily newspaper distributed to several thousand attendees at the business meeting.
 - Formatting, tagging, and uploading all content from our daily business newspaper onto the corporate site designed to “webcast” the week’s events.
 - The experimental online publishing effort for the magazine was well received, and has since been successfully repeated and improved upon by successive webmasters.

Required skill with photography, time management, content production, HTML and CSS and a great deal of physical stamina for successive 20-hour work days.

Contact: Juleen Turnage, Communications/Public Relations Director; 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781

• **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** June 1995–April 1999 (**5 years**)

Title: **Internet & Online Services Analyst / Business Planning Analyst / Webmaster**

- Duties:*
- Conceived, created, designed, and managed Website (from initial concept to the maintenance of nearly 2,000 pages).
 - Proposed and deployed a database-enabled website with remote content management capability
 - Proposed and led project to utilize a database-enabled listserv, also with remote Web management capability.
 - Created long-range plans for corporate Internet presence
 - Drafted administrative policy recommendations
 - Managed email deliverability issues and resolved abuse complaints for domain email and corporate e-newsletters
 - Trained personnel to use the Internet efficiently for research, communication, and publication
 - Provided technical and cultural analyses of Internet trends
 - Made software purchasing recommendations
 - Provided administrative support and analyses for the Board of Administration.

Required strong communication and analytical skills, design skills, and project management skills.

Contact: Timothy G. Strathdee, CIO, 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781

• **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** September 1993–June 1995 (**1.5 years**)

Title: **Client Support Specialist**

- Duties:*
- Analyzed and resolved user difficulties with office software/hardware
 - Trained users on Microsoft Word, Excel, and custom in-house software
 - Wrote user-focused help documentation
 - Deploying a corporate software upgrade (600+ PCs)
 - Provided WordBasic macro programming and troubleshooting
 - Assisted with helpdesk problem-resolution and trouble-ticket logging

Required strong troubleshooting and communication skills, calm and pleasant interpersonal dynamic, and strong teaching skills.

Contact: LaDonna Bagwell, Special Services Manager, 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781

• **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** June 1993–September 1993 (**.5 years**)

Title: **Helpdesk Technician**

- Duties:*
- Fielded computer user complaints and problems via phone and email

- Analyzed and resolved user difficulties with office software
- Logged all incoming and outgoing calls, providing detail for future analysis
- Dispatched technicians and service providers to resolve problems

Required accurate problem analysis and description, excellent communication skills, and pleasing phone manners.

Contact: LaDonna Bagwell, 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781

- **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** January 1992–June 1993 **(1.5 years)**
Title: **Division of Foreign Missions Word Processing Specialist**

Duties:

- Transcribed dictated or handwritten documents, turning them into finished presentation materials or correspondence.
- Performed light desktop publishing and advanced word processing for clients with large projects and difficult tasks.
- Provided elementary WordBasic programming assistance to office staff.

Required strong communication and production skills and advanced proofreading/editorial skills.

Contact: Human Resources, 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781 (Supervisor was Sandra Kolsky, Word Processing Manager)

- **GENERAL COUNCIL OF THE ASSEMBLIES OF GOD:** July 1991 through January 1992 **(0.5 years)**
Title: **Advertising Expeditor**

Duties:

- Tracked print jobs through the publishing plant
- Managed and tracked inventory used in photo shoots
- Logged and filed all photos used from advertising archives
- Provided job cost analyses for production processes
- Couriered projects between departments to facilitate workflow
- Assisted art designers on photo shoots
- Provided backup copyediting for copy writers

Contact: Human Resources, 1445 Boonville Avenue, Springfield, Missouri 65802 · (417) 862-2781 (Supervisor was Sharon Jones, Advertising Coordinator)

- **COLWELL OIL CO INC:** June 1987 through December 1990 **(3.5 years)**
Title: **Associate / Clerk**

Duties:

- Open and close store (Texaco Star Mart), handle customer requests, cashier, stocking, cleaning, inventorying

Contact: Jim Colwell, Colwell Oil Company, Waxahachie, Texas, (972) 938-3830

EDUCATIONAL HISTORY:

- **ASSEMBLIES OF GOD THEOLOGICAL SEMINARY:** **(2 years)**

Degree: **Master of Arts, Theological Studies** (22 hours completed)

Address: 1435 North Glenstone Avenue, Springfield, Missouri 65802

Details:

- One of my papers, "A Brief Survey of Crisis and Decision In the Acts of the Apostles" was selected as an exemplary sample paper for the regional accreditation review in 1993.
- Also served as Chi Alpha campus pastor at Drury College during this time (XA Campus Ministries; LOGOS Christian Fellowship)
- Worked full-time at the General Council of the Assemblies of God while working on studies, received employee discount

- **SOUTHWESTERN ASSEMBLIES OF GOD COLLEGE:** **(4.5 years)**

Degree: **Bachelor of Arts, Bible**

Minor: Cross Cultural Ministry / Biblical Languages (Greek)

Address: 1200 Sycamore, Waxahachie, Texas 75165

Details:

- Served as paid (scholarship) staff photographer for the Public Relations / promotions department and provided backup photography for yearbook when needed
- Published entries in two annual literary magazines
- Participant in annual leadership retreat
- Received scholarships for first two years of attendance based on competitive quiz performance in High School (Bible Quiz)

- Minored in Biblical Language studies (Greek)
- Worked 20-30 hours per week off-campus while completing coursework.
- Dean's List, 1988
- Nominated for "Who's Who among American College Students" (1988)

· HIGHLAND HIGH SCHOOL:

(4 years)

Degree: **Diploma**

Address: 4700 Coal Southeast, Albuquerque, New Mexico 87108

Details:

- Ranked in top 20% of class with 3.21 GPA (600 students in class)
- Nominated for *Who's Who among American H.S. Students*.
- When enrolled in Photography I, instructor used my work as exemplary material for intermediate and advanced class instruction,
- Member of Entertainers, song and dance troupe,
- Offered school arts letter based on senior year's work in Photography, Art, Entertainers, Piano, Guitar, and Spanish (declined offer of nominating committee),
- Chess Club,
- District, state, and regional high-scorer in competitive quiz, earning collegiate scholarship offers (Bible Quiz),

LANGUAGES:

In addition to two years of coursework in Biblical Greek during college, I studied three years of conversational Spanish in High School and spent approximately a month in Mexico practicing fluency during high-school. (Am no longer fluent, however.)

ADDITIONAL PROFESSIONAL ACTIVITIES:

- Have taught or co-taught several adult courses at my local church, Calvary Church, Naperville, IL (The Values Led Life, a "Heaven and Hell" seminar, a "Heaven and Hell" 8-week class, and fill-in for the Discipleship pastor).
- Co-Founded a fun, but short-lived freelance Writer's Group at Christianity Today International in 2005 (Dark and Stormy Knights).
- In 1995 shareware I created (a Word for Windows [typeface utility](#)) was distributed by IDG Books' *Word for Windows95 Bible*, and the *Windows95 Bible*.
- During the Summer and Fall of 1995 I provided freelance Internet training and orientation at a local cyber café.
- In September 1994 I helped found and later served as president of the Ozarks Internet Users Group (oznet.com/oiug/about.htm).
- I served two years (1993-1995) as a part-time Chi Alpha campus pastor at Drury College in Springfield, Missouri. Primary duties involved public speaking, teaching, and biannual retreat coordination.
- My personal website has received recognition from *Readers' Digest* Editors' Choice program and was named an "Essential Site" by ThirdAge, an online service for adults in their early 50s.

PROFESSIONAL MEMBERSHIPS:

- LinkedIn Group Manager for Disciples of Jesus Christ professional network, September 2007.
- Member of the *HTML Writers Guild* (<http://www.hwg.org/>) September 1994.
- Member of the *Christian Webmasters Association* (<http://www.cweb.org>) July 1996 (formerly known as the *Association of Christian HTML Authors*).
- Member of the *International Conference on Computing in Missions* (<http://www.iccm.org/>) June 1995.

INTERESTS, HOBBIES AND ACTIVITIES:

I am a professional photographer and have contracted for freelance work on both a corporate and individual basis. I have extensive black and white darkroom experience which has also fueled my interest in manipulating images via desktop graphics software. (See gallery at <http://tatumweb.com/gallery/>) I am a wide-ranging reader, play fingerstyle guitar, and juggle.

WORK REFERENCES AND ENDORSEMENTS:

Please feel free to contact any of the individuals named above, in my work history section.

Also, please see my archive of verified and validated endorsements: <http://tatumweb.com/career/recommendations.html>

PERSONAL REFERENCES:

- **Rev. Kevin A. Miller**, 465 E. Gundersen Dr., Carol Stream, IL, 60188 • (630) 260-6200
(<mailto:mkmiller@ChristianityToday.com>)
- **Rev. Barry Sink**, 9s200 State Route 59, Naperville, IL, 60564 • (630) 851-1401
(<mailto:mbsink@calvarynaperville.org>)
- **Rev. Steve Badger, Ph.D.** 730 South Duke Avenue; Springfield, Missouri 65802 • (417) 864-0013.
(<mailto:mBadgerS@evangel.edu>)