

RICH TATUM

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/index

< My ideal job description: bit.ly/rtidealjob />

I am looking for work that plays to my strengths, where I can enthusiastically contribute to a mission to change the world. I seek work that will exercise and stretch my varied skills as a communicator, writer, photographer and strategist skilled with media, the Web, and information technology. As a self-taught tech generalist with leadership, storytelling, and aesthetic skills I can "plug-in" nearly anywhere and operate with minimal oversight.

/about

< See also: about.me/richtatum />

I am creative, can write for hours on end, am an able researcher, tackle steep learning curves for breakfast, see things from an uncommon angle, and am unafraid to ask questions. I make meetings interesting. I see the big picture because there's usually a pattern in the details. I'm customer-oriented but mission-driven. I work independently but I'm a force-multiplier for teams.

I am adept at finding out what needs to be done, crafting a solution, and working creatively with little supervision.

I've led multidisciplinary teams on complex, enterprise-wide projects; have provided project management for highly technical staff and developers; and coordinated hundreds of projects involving creative, editorial, production, and technical staff from multiple departments. I'll take a bullet for my staff.

I have years of experience using professional audio/video and graphics tools. I have over fifteen years in IT-related work including training, support, project management, content management, and product development. Surprisingly, I have little interest in technology for itself. Rather, I'm a fan of technology in service of consumer engagement, storytelling, brand-building, and creating experiences that change people's lives.

/history

< See also: linkedin.com/in/richtatum />

Writing & Editing

< Samples: bit.ly/rtwriter />

- » Public relations work for Zondervan (a division of HarperCollins Christian Publishing) and [Logos Bible Software](#) (now Faithlife)
- » Published writer: Freelance work featured by ChristianityToday.com, *Leadership* journal, *Ministry Today*, *Christian Book Summaries*, *Preaching Today*, *CT Library* and more
- » High-traffic Quora writer; see "[What are the most difficult things people have to learn in their 20s?](#)" (210K views, 7K votes)
- » Manuscript editing for bestselling authors (most recently worked on an updated version of *The Enemy Within* by Noel Hynd)
- » Training and course creation: Wrote all training materials for online learning site ([CTCourses.com](#))
- » Technical writing: Created help documents for paid-membership portals [Preaching Today](#) & [Faith Visuals](#). Technical whitepaper for Spectrum Health and Data Strategy, "Improving Patient Care by Enhancing Clinician Access to Patient Data"
- » Experienced blogger, [TatumWeb.com/blog](#)

Project Management

- » Led a groundbreaking project to unify, aggregate, and visualize data from multiple enterprise-wide data silos related to book sales, author marketability, channels of distribution, and buyer persona demographics (ZLens, for HarperCollins Christian Publishing)
- » Led projects to develop, create, launch and support multiple database-driven content-management sites ([AG.org](#), [PreachingToday.com](#), [CTLibrary.com](#), [FaithVisuals.com](#), and [CTCourses.com](#))
- » Implemented and supported electronic newsletter delivery using Lyris ([AG.org](#) and [Christianity Today](#))
- » Project-manager for leading database-driven subscription portal for communicators ([PreachingToday.com](#))
- » Project-manager for development, creation, conversion, data cleansing, and launch of major archive site for top magazine publisher (Christianity Today and [CTLibrary.com](#))

Education

- » A/G Theological Seminary, Springfield, Missouri (22 hours toward MATS) Achievement: Paper, "[Crisis and Decision](#)," was selected as an exemplary work for regional accrediting evaluation.
- » Southwestern A/G University, Waxahachie, Texas (BA, Communication) Achievement: Academic Dean's List honoree, staff photog for PR department, photos and creative fiction published in literary magazine

Conference Presentations

- » Panelist, Interactive Association of West Michigan / AIMWest: "Reaching the Digital Disenfranchised" (2010)
- » Internet Ministry Conference: "[Integrity on the Internet](#)" and "Relationship Blogging" (2007)
- » ECPA's Publishing University: "[Strategies for Working & Publishing in an Information Age](#)" (2006)
- » Teen Challenge International: "The Dangers of Internet Addiction" (1995)
- » Nevada/California A/G District Ministers' Conference: Internet Technology & Culture (1997)
- » *Technologies for Worship Magazine's* Inspiration '98: "[Integrity on the Internet](#)" (1998)

Media & 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 ([CTCourses.com](#), [view samples here](#))
- » Actively engage with clients and fans of photography via my online galleries at [Flickr.com/photos/blogrodent/](#) and [Instagram.com/richtatum](#)
- » Tableau Software [Certified Professional](#)

Management and Leadership

- » Several years experience in multiple leadership roles: managing editor, department head, team leader, project manager, group trainer, employee representative
- » 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](#).

Complete Work History

- » See: [TatumWeb.com/career/](#)
- » See also: [LinkedIn.com/in/richtatum](#)