

Richard K. Holden

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Professional Experience:

Adjunct Instructor, August 2002 – May 2017.

Taft Community College, Taft California.

Courses taught include Economics 1A (distance learning), Flash Professional, Photoshop, Illustrator, QuarkXpress and InDesign, Web Development.

Related experience includes participation in developing the Graphic Design certification curriculum and Graphic Design and Journalism Internship programs at Taft College. Consultant to Taft College - redeveloped the college Journalism Associate of Arts Major

Design and layout of the revised Taft College newspaper (including design of the newspaper masthead)

Design and development of Taft College's Liberal Arts Division Web presence.

Programming Languages and environments: ActionScript 3, JavaScript, HTML, XML, CSS, PHP, SQL, vbScript.

Course content included

Economics - introduces the principles of macroeconomics; analysis of national income, the business cycle, employment, price stability, economic growth, fiscal policy and monetary policy. Study of the tools of economic thinking and the historical development of those tools.

Animated Graphics – focuses on introducing students to designing animated vector graphics, the use of timeline based software, and programming in ActionScript 3.0.

Computer Graphics - focuses on familiarizing students with elements of art and principles of design, use of color and techniques of layout and design for commercial graphics.

Graphic Design - introduces basic principles and techniques of graphic design by using the computer (Quark and InDesign) to combine text and visuals.

Web Development - This course covered the development, publishing and maintenance of websites.

Substitute Teacher, Business, Mathematics, Computer Literacy, Computer Graphics. August 2002 – 2010.

Kern High School District, Bakersfield, CA

Contract Consultant, January 1999 – present

- E-Marketing/Multimedia Production – Video production, non-linear video editing, 3D animation for web and DVD output. Business presentations integrating traditional marketing strategies with e-commerce in the real estate and home

building industries. Business relationships included iPIX Internet Pictures Corporation and Southwest Ink, a real estate public relations firm and BuffaloAtHome.com. Contract multimedia production services were arranged through RHI (Robert Half International) Creative Group and Manpower Professional. Business presentations produced using MS PowerPoint.

- Website design and development

[Carter Custom Leather](#)-The site includes custom video content which I produce and embed as iframe links to YouTube.

In addition to his work as a saddle maker and cattle rancher, Chase is an accomplished cow-horse trainer. Though he doesn't always have horses ready to sell, we have produced a number of demonstration videos highlighting his training accomplishments. Of special interest: When you visit the website, take a look at Ranch Rodeo and Horse Sale pages. The Ranch Rodeo trailer was produced in iMovie using video footage I took and a movie trailer template available in the iMovie app. The Horse Sale page illustrates my skill in embedding youtube video clips in a web page.

[Blackhawks Association](#) The Blackhawks Association is an organization whose membership consists of veterans of the Vietnam conflict who were members of the Seventh Squadron, First Air Cavalry Regiment.

Structure of the website is based on a database which delivers content to site visitors' via server-side PHP scripts. Individual pages include additional content managed by JavaScript.

Page formatting is handled using CSS.

Taft College Liberal Arts Division and Art Department website (ActionScript driven Flash animation, custom designed 3D graphics)

Taft College Visions Art Magazine (ActionScript driven Flash animations, XML based data resources)

[Bakersfield College Archives Association](#) web-based information repository (MS SQL database, vbScript/Classic ASP web application)

Bakersfield College Levan Institute (no longer active) Database driven online registration system with custom web content management system including maintenance resources and custom shopping cart integrated with PayPal Instant Payment Notification process.

[Rose Ridge Stables](#)- This Eagle, ID facility provides exceptional professional care and boarding for local and transient horse owners. The site presents visual and text-based overviews of the facilities.

[Lillian Vallely School](#)- That's not a typo, the founder's last name was Vallely. The school is dedicated to educating children from the Shoshone-Bannock Tribes living on the Ft. Hall Indian Reservation near Blackfoot, ID. In addition to designing and developing the public website, I am developing a complete administrative system which will provide a comprehensive set of resources for the school's principal, administrator,

educators, board members, donors (this is a 501(c)3 non-profit organization) and student families. I am donating my time in support of this worthy endeavor.

hot-mktg.com (various components from my current and past development and design projects)

VHA, Inc., <http://www.vha.com>

Director, VHA Year 2000 Services, April 1998 – January 1999

- Led VHA Y2K services, including Y2K Collaboration (information repository) and business partnership with Keane, Inc. for Y2K Consulting to the health care industry
- Full P&L responsibility for integrated Y2K business initiative
- National repository of Y2K compliance information
- Joint venture for delivery of Y2K analysis, remediation and testing services
- Development and implementation of integrated software product and services addressing small business Y2K needs
- Responsibilities of this position included presenting information on Y2K issues to senior executives of health care organizations nation-wide, participating in a nationally televised Y2K information program and speaking at several national conferences on Y2K issues.

Senior Development Manager, Information Services, October 1997 - April 1998

- Led development of VHA Year 2000 Collaboration information service;
 - Negotiated business relationship with Keane, Inc. for development of national scope information repository and delivery of Y2K Collaboration services
 - Developed and implemented marketing plan for sales of Y2K Collaboration business
 - Developed staff plan, roles and responsibilities and business processes for VHA Y2K Collaboration business. Managed ongoing operations of VHA Y2K Collaboration business
 - Interfaced with VHA Improvement Services business unit to create and deliver integrated Y2K services. Services consisted of subscriptions to Y2K Collaboration, a VHAsECURE.net premium content service, and Y2K consulting services in partnership with Keane and VHA Improvement Services business unit.
- Managed planning and research group within VHA Information Services Development Department

Senior Manager, MIS Planning and Architecture, MIS - April 1995 - October 1997

- Led development of corporate Enterprise Data Model initiative
- Led the corporate team of managers and executives in the development of this multi-year, business critical initiative

- Defined data architecture including transaction and decision support systems
- Established standards for enterprise hardware and software infrastructure
- Led development of corporate information communications strategy
- Developed implementation plan for leading edge IP based network connecting corporate offices, remote locations, subscriber organizations, and strategic business partners
- Facilitated rollout of VHaseCURE.net, VHA's award winning extranet
- Worked with key MIS and business unit executives creating corporate intranet
- Led research and development of corporate Internet strategy, web presence and plan for exploiting web technology
- Led MIS planning initiative
- Developed and implemented MIS strategic planning
- Developed and led MIS Business Planning process and integration with MIS tactical planning
- Led the evaluation, selection and implementation of corporation's computing environment
- Developed and oversaw strategic IT relationships (between MIS and corporate business units)

Manager, Decision Support Operations - July 1994 - April 1995

- Managed installation and operation of VHA Decision Support systems, including:
 - Installation of systems at new subscribers' locations (national scope, workforce included VHA personnel and contractors)
 - Remote data center operations, including state of the art communications between mainframe and PC servers running decision support delivery software
 - Data preparation, including gathering from various Hospital Information Systems, scrubbing, formatting for loading at the data center
 - Communications environment for distribution of data nationally over dial network

Manager of Special Projects, Decision Support - March 1993 - July 1994

- Project Manager - CFIS and DCRS Development, industry leading Decision Support Information Systems
- Worked with representatives of member health care organizations to re-develop VHA's industry leading decision support databases
- Negotiated multi-year data center business arrangement
- Negotiated business partnership agreement with software developer

Project Lead, Decision Support - April 1992 - March 1993

- UNIX System Administrator
- Graphical Tools Development - Automated tool for statistical reports and associated graphs
- Prototype Development - Sybase and SAS Prototypes to replace CFIS

Database Administrator, Managed Care Business Unit - August 1990 - March 1992

- Planned and implemented computer environment for the business unit
- Designed and managed LAN
- Implemented integration plan with Corporate Information Systems department
- Designed and developed custom software solutions, including a multi-user relational database

Other relevant business experience includes

- Banking – Cashier/Treasurer and Financial Planner
- Manufacturing – Vice President and Chief Financial Officer of an automotive equipment manufacturing firm
- Petroleum – Special Projects Accountant and Exploration/Production Division Financial Planner
- Non Profit – Executive Director, Kern County Chapter, American Heart Assoc.

Education:

MS Business Administration Cal State University Bakersfield

BS Business Administration/Economics Cal State University Bakersfield

Completed coursework relating to a Single Subject Teaching Credential at National University (4.0 GPA)