

# James C. Morrison

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## DIGITAL STRATEGY MANAGER

Digital Strategy Manager known for being the problem solver who undertakes difficult assignments and tight deadlines and delivers superior projects for a very discerning audience. Possesses practical knowledge of all aspects of creative, technical and multimedia development. Ability to work alone or very closely with a team in a fast paced environment to make sure projects are delivered on time and within budget.

### Core competencies include:

Project Management • Strategic Planning • Interactive Software Design, Development and Delivery  
Web Design, Development and Implementation • WBT/CBT Design, Development and Implementation  
LMS Architecture, Development and Implementation • Video Post Production  
Still Graphics Development • Motion Graphics Development

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## PROFESSIONAL EXPERIENCE

**VISUAL EYES, INC. • Westlake Village, CA • 2000 – 2014**

**EMOTIVESTORYTELLING.COM • Westlake Village, CA • 2013 – 2014**

VISUAL EYES INC. (VE) is a premier provider of Strategic Communications, Enterprise Knowledge and Online / Mobile Learning. VISUAL EYES has an unmatched reputation for helping national and global companies, the U.S. Department of Defense and U.S. federal agencies tell their story where it matters most today - online and the mobile web.

EMOTIVESTORYTELLING.COM integrates the emotional power of storytelling, narrative communication, cinematic technique, neuroscience, mhealth, digital tools and the virtual power of the internet to drive user engagement, adherence and behavior change in healthcare and business.

### Digital Strategy Manager

Worked directly with management and the creative team on strategic planning and project management for multiple projects for the military, medical and business entities. Worked on graphical design and implementation of core user interface and user experience of all projects; pre-production, production and post-production of videos to include motion graphic design and delivery. Handled complete digital aspects of all projects to include CBT/WBT, web delivery, mobile delivery, webmaster services, maintenance and delivery models. Architecture and implementation of LMS systems for delivery of interactive SCORM compliant training modules.

- Worked with team to update and develop the complete training platform for AfterDeployment.org (<http://afterdeployment.t2.health.mil>). This training is used as a wellness resource for the military community to help military individuals and their families to cope with and overcome the hardships brought on by deployment. Courses included Suicide, PTSD, Depression, Anxiety and Sleep.
- Worked with AfterDeployment.org including taking their entire web system from over 500 pages html/php to the Drupal 7 platform.
- American Optometric Organization (AOA) - Designed and developed certified training course curriculum and custom database driven reporting system. This included 4 full multimedia courses with a complete recorded and reported testing system that was connected with the certification center via XML for verification. 1000+ users.
- Designed and developed online training system for Cibavision that utilized their LMS platform for training delivery and management. This SCORM compliant training platform was delivered as a Flash module that included all training, video and tests in an encapsulated module. This platform included 6 training courses and 5 languages.
- Designed and developed the Multi Language Editor (MLE) which allowed Cibavision to create Multiple Languages of the training modules on the fly with their location experts.
- Design, development and management of the creation of the Cibavision Academy for Eyecare Excellence iOS mobile application. 5500+ downloads.

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- Designed and developed Total Force Structure Management System (TFSMS) for the US Marines. This SCORM compliant module was built and deployed with 200 minutes of training material and tracking, testing and reporting capabilities.
- Designed and developed training module for the United States Special Operations Forces (USSOCOM) for their Medical Skills Sustainment Program. This training was built to be deployed in the field and included the ability to view the procedure and select the scripted soundtrack or the skilled surgeon as he gave his input to the procedure
- Designed and developed the US Army Medical Materiel Agency (USAMMA) Mission Overview which included an interactive Lean Six Sigma Strategy Map.
- Full design and deployment of the emotivestorytelling.com website on a custom Wordpress platform.
- Full design and deployment of the visualeyec.com website on a custom Drupal platform.
- Social media implementation to include Twitter, Facebook, Google+, Pinterest.
- Creation of YouTube and Vimeo presence for video streaming and delivery.

## **MG FORCE • Newbury Park, CA • 1995 – Present**

### **Digital Strategy Manager • Creative Lead • Technical Lead**

MG Force is a leading provider of premiere multimedia services with a focus on innovative approaches to problem solving and creative and interactive designs. MG Force possesses the skills to develop and deliver CBT/WBT, e-commerce and entertainment through digital, video and cloud services.

- Full production of 10 training videos for Baja Fresh, Inc. These videos were complete productions of MG Force and were available in English and Spanish.
- Full production of the Baja Fresh, Inc. corporate "New Hire" video.
- Full production, with Bervon Corp., of the Ultrasounded.com (UES) website in Drupal. Production of approx. 10+ videos for UES with Bervon Corp.
- Design and development of the Narrowfeet.com website with full e-commerce capabilities. This website was created with complete inventory tracking and fulfillment capabilities.
- Design and development of the Foodstorageplace.com website with full e-commerce capabilities. Created with OS Commerce, this website had complete inventory tracking and fulfillment capabilities.
- Design and development of VetPac range of websites using Drupal and Aegir for quick development, deployment and updating of multiple sites.
- Agoura Hills Animal Hospital (AHAH) website built on the VetPac platform using Drupal.
- Full online management, video editing and delivery capabilities of the MadHeart platform.
- Production, post-production and DVD production of the "Mind Your Manners" training program with Bervon Corp.
- Editing for Bravo and delivery of EDL for broadcast viewing of "Donnie Darko".
- Design, development and delivery of the Award Winning "Voyage Through the Solar System" CD-Rom with Palo/Haklar.

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**Online Portfolio:** <http://jcm.mgforce.com>

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## **Technical Skills**

Proficient in XCode iOS • Drupal • Wordpress • HTML5 • PHP • CSS • XML • JavaScript • JQuery • mySql Frameworks • Final Cut Pro • After Effects • Photoshop • Edge • Flash/Flex • Microsoft Office • Adobe CC