

WILLIAM BUCHANAN

(863) 259-0202 | WILLIAMJAMESBUCHANAN@GMAIL.COM | 2440 ROXBURY RD, WINTER PARK, FL 32789

Diversified and perceptive Information Technology professional adept at providing creative and innovation solutions by enhancing existing systems with new features. Also, an Air Force-trained leader and public affairs photojournalist with 15 years of military service.

CORE COMPETENCIES

- News and Feature Writing | AP Style
- Public Speaking
- Communications Planning
- Conducting Interviews with SMEs
- News, Event and Studio Photography
- Team Leadership and Training
- Scripting Entertaining Informative Content
- Marketing Campaign Creation
- Interpersonal Communication
- Crafting Strategic Messages

EXPERIENCE

CIVILIAN CAREER

BUSINESS ANALYST | LMS, INC. | ORLANDO, FL | MAR 2017 – PRESENT

Project Manager and Consultant focusing on user experience.

- Lead operational readiness to identify, evaluate, plan and align daily priorities to the project roadmap
- Develop and manage multiple issue-tracking reports to mitigate and resolve critical issues.
- Analyze project schedules, proactively identifying and escalating risks to project's schedule, budget or quality.
- Cultivate relationships with multiple stakeholders in client/partner organizations to obtain information and data needed to accomplish assigned project tasks.
- Ensure adherence to Project Management Process, Systems Development Methodology and quality standards.

CREATIVE MANAGER | WINTER PARK, FL | JAN 2015 – MAR 2017

Lead writer and graphic designer for global marketing company.

- Advised CEO daily on written and oral communication tactics for ongoing and projected marketing campaigns.
- Lead team of writers and designers to develop multimedia marketing strategies for 130+ clients.
- Wrote and designed personality-driven newsletters, sales letters, email sequences, direct mail, and blog posts.
- Manage production schedule and prioritize team projects to meet delivery deadlines.

MARKETING COORDINATOR | WINTER PARK, FL | MAY 2013 - JAN 2015

Directly assisted CEO in developing effective personality-driven marketing campaigns for small business owners.

- Wrote and distributed press releases and strategic marketing collateral to boost online and offline interest.
- Coordinated with vendors, designers, mail houses, and other team members to execute marketing campaigns.
- Fostered working relationships with clients to identify vision, set priorities, and enhance product performance.

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MILITARY CAREER – FLORIDA AIR NATIONAL GUARD

PUBLIC AFFAIRS PHOTOJOURNALIST | 3N075 | HQ FLANG, SAINT AUGUSTINE, FL | JAN 2010 - PRESENT

Lead writer and trainer for 125th Fighter Wing Public Affairs office.

- Wrote award-winning feature story in national NGB Air National Guard Media Contest.
- Write news and feature stories in AP style within deadline for global military and civilian audience.
- Interview subject matter experts at all levels of authority on a variety of topics.
- Photograph historically significant events, official portraits, and news and feature imagery.
- Assess communication strategies and activities to provide counsel to leadership.
- Develop social media strategy to promote positive image of Florida Air National Guard.
- Cultivate relationships with local media and facilitate interviews with Florida Soldiers and Airmen.
- Train and certify photojournalists in Associated Press, hard news, and feature writing.
- Publicly addressed hundreds of deploying Airmen on secure and appropriate social media use.
- Designed and edited *The Eagle's Eye* – the official Florida Air National Guard magazine.

KNOWLEDGE OPERATIONS CRAFTSMAN | 3D173 | MACDILL AFB, FL | JUNE 2003 - DEC 2009

Responsible for the coordination and distribution of information and data via global satellite communications.

- Established global satellite communications for both secure and nonsecure data transfer.
- Served as consultant/liaison for overall data, information, and knowledge planning and integration.
- Trained fellow Airmen in PT to ensure maximum unit compliance with fitness standards.
- Boosted morale by organizing group outings and building relationships across teams.

EDUCATION

M.A. | UNIVERSITY OF CENTRAL FLORIDA | 2013

Area of Study: Interpersonal Communication & Cognitive Science

Emphasis: Human cognition, persuasion, and how we experience life through stories

PME | NON-COMMISSIONED OFFICER ACADEMY | 2011

Area of Study: Military Leadership & Management

Emphasis: Leadership, the profession of arms, effective communication, and organizational leadership

BPASC | DEFENSE INFORMATION SCHOOL | 2010

Area of Study: Journalism & Public Affairs

Emphasis: Shaping the public image of the Air National Guard through media and community relations

B.A. | UNIVERSITY OF CENTRAL FLORIDA |

2009 Area of Study: Journalism

Emphasis: News writing, editing, layout and design