

Millard B. Latimer II

2301 NW 122nd St #2311 Oklahoma City, OK 73120 | 405-314-2936 | MillardLatimer@gmail.com

Education

University of Oklahoma - Norman, OK

- M.Ed. - Adult and Higher Education Administration
- B.A. - Advertising

University of Central Oklahoma - Edmond, OK

- M.B.A. - Expected May 2012

Professional Experience

IT Specialist - Web Developer / Graphic Designer

02/08-Present

University of Central Oklahoma Student Affairs - Edmond, OK

- Planned, developed, and maintained web presence and web based information systems for all websites in the Division of Student Affairs.
- Designed and developed marketing materials, including newsletters, press releases, brochures, logos, posters, and promotional videos using Adobe Design Suite, Microsoft Office, Microsoft Sharepoint, and Cyberlink PowerDirector.
- Planned and implemented marketing strategy for offices and signature events.
- Supervised and trained students as Media Design Specialists.

Creative Director

05/04-Present

Photo47, LLC - Norman, OK

- Developed professional marketing materials including logos, brochures, videos, newsletters, flyers, and posters using Adobe Photoshop, InDesign, and Illustrator.
- Developed and maintained websites using Dreamweaver, Microsoft Sharepoint Designer, Wordpress, CSS, XHTML, Flash, and PHP.
- Photographed events using professional photography equipment, including Nikon D40, D50, D90, and D3100 cameras.

Coordinator - Campus Activities and Events

07/07-02/08

University of Central Oklahoma - Student Affairs - Edmond, OK

- Served as the advisor of Winter Glow, UCO's annual winter festival.
- Planned and organized events for students, faculty, staff, friends, and members of the Edmond community.
- Marketed events through news stations, newspapers, radio stations, magazines, and media relations with the mayor of Edmond.
- Managed event planning budgets of up to \$35,000 per event.
- Developed promotional materials including print media, websites, and videos for the Division of Student Affairs.



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Professional Experience Continued

Resident Director

01/07-05/07

University of Oklahoma Housing and Food Services - Norman, OK

- Provided leadership in a residential complex that housed between 700 and 1500 students.
- Supervised a Resident Advisor staff of 27; coordinated and executed daily administrative, including room changes, weekly reports, and supervised resident check-in and check-out.
- Collaborated with various departments on campus to create educational programming for students.

Publicity Developer / Intramural Sports Coordinator

08/05-05/07

OU Health Sciences Center Student Affairs - Oklahoma City, OK

- Developed marketing materials for Student Affairs events including brochures, flyers, and websites.
- Coordinated and expanded all Intramural Sports offerings for the OUHSC campus.

Activities

01/10-Present Advisor – UCO Women of Many Ethnic Nationalities

08/05-08/09 State Director – Iota Phi Theta Fraternity Incorporated

Presentations

The New Entrepreneur: Business Strategies for Small Business Owners

November, 2010 - University of Oklahoma

Social Media Literacy for University Administrators

March, 2010 - University of Central Oklahoma

Success Strategies for Incoming Freshman

September, 2009 - University of Central Oklahoma Diversity Day

Two Seconds: Marketing to Today's Students

June, 2009 - University of Central Oklahoma

Mega Men: Combining the Strengths of Past Leaders

March, 2009 - Iota Phi Theta Regional Conference

Professional Organizations

National Association of Student Personnel Administrators

American Institute of Graphic Arts

