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RESUME & PERSONAL PROFILE

RALPH W. WILLIAMS

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EDUCATION

Master of Arts in Communication Studies

University of Memphis
(formerly Memphis State University)
May 1991, GPA 3.89

Bachelor of Arts in Bible

Harding University
Searcy, Arkansas, May 1989

Bachelor of Arts in Speech

Harding University
Searcy, Arkansas, December 1987

Mellon Fellowship Nominee

Special Training
Graduate Assistantships at
Memphis State University
and Harding University
Advertising Sales Seminar
under Wayne Kennelly,
formerly head sales trainer
for Thompson Newspaper chain.
Advertising Sales Training and Seminar
while working with Saskatoon Star Phoenix.

SKILLS & EXPERIENCE

TEACHING & TRAINING (11 years experience)

- **At FedEx:** Taught Account Maintenance Basics, Billing Satisfaction Training, Launchpad, CCI, Anacomp • **At various universities:** taught Oral Communication, Public Speaking, Macintosh systems, Type & Layout, Theatre, English as a 2nd Language • Also experienced in teaching in non-academic settings, tutoring and as a private consultant • Experienced in developing and designing training material
- Experienced in leadership development.

SALES & CUSTOMER SERVICE (10 years experience)

- **Direct experience in problem resolution for clients, customer relations and have received customer satisfaction training** • Advertising agency account executive • Newspaper advertising and commercial printing sales • Residential and Commercial Real Estate sales • Radio advertising sales • Customer service, Collection & Invoice adjustment.

BUSINESS MANAGEMENT & OPERATIONS (12 years experience)

- **Experienced in all areas necessary for operating my own business** in these fields: advertising; group home for out-patients, taxi business, school bus service, janitorial business, and independent census confidential investigator • Especially familiar with real estate advertising, having worked in the construction industry, the real estate industry and having managed a weekly real estate section in the newspaper.

GRAPHIC DESIGN, PUBLICATION AND ILLUSTRATION (10 YEARS EXPERIENCE)

- **Skilled in the use of computers for graphic design and printing** • 3.5 years as editor of *Straight In Approach*, a monthly magazine for the Flight Dept. at FedEx Express • University courses in Computer graphics and Advanced Graphic Design • 4 years additional experience in advertising design and pasteup • 1 year freelance illustration and design • 5 years as art director of a design and advertising firm • Designed & published materials in English and in Russian • Experienced with Adobe software: Illustrator, Pagemaker, Framemaker, Photoshop, Dimensions and Acrobat Distiller. Also experienced with MacDraw, SuperPaint, MacPaint, Adobe Photoshop, Aldus Freehand, MiniCad, Quark Xpress, CorelDraw and Powerpoint.

COMMUNICATION

- **A communicator, both by temperament and training** • Handled employee communications for the Flight Department at FedEx Express for more than three years • Experienced as a public speaker: three years full-time ministry, many years of part-time pulpit ministry, besides teaching experience (above)
 - Experienced as a speech writer, public speaking coach and instructor • Experienced in developing presentation materials (i.e. PowerPoint) and visual aids
 - Experienced writer and editor

EXPERIENCED IN MULTI-CULTURAL ENVIRONMENTS

- **Lived and worked in 4 distinct cultures: Western Canada, Canadian Indians, Southern USA, Ukraine** • Worked as a communicator within several industries • Accustomed to adapting messages to different mind-sets & environments

WORK HISTORY

FEDEx EXPRESS CORPORATION

Sr. Communication Specialist, Air Operations Division Communications..... 6/1/01—present
Customer Invoice Document Handler (temporary placement) 1/17/01—5/31/01
Sr. Training Specialist, SRS Performance Training & Evaluation 10/16/99—1/16/01
Dangerous Goods Specialist—Night Sort 12/7/98—10/15/99
Dangerous Goods Specialist—Night Sort 2/95—11/96
Checker/Sorter — Night Sort 3/94—2/95
Handler — Weekend Sort 9/93—3/94

In my current position, I am part of the team that provides employee communication for Air Operations at FedEx Express. I edit a quarterly magazine, I work with a video team on a twice-annual video magazine, and I am a content provider for the Air Operations web portal. Previously, I was a classroom instructor for customer service representatives.

CHURCH OF CHRIST (MARIUPOL, UKRAINE)

I was the leader of a 3-person mission team, supervising several translators, ministering to 3 congregations, training leaders within each congregation, publishing a newsletter in Russian, teaching Bible classes 6 days a week, also working with local members to conduct personal work, benevolence and evangelism. My work at the Universities (below) was also a part of this. July 1996 to Oct. 1998

PRIAZOVSKIY STATE TECHNICAL UNIVERSITY (MARIUPOL, UKRAINE) AND HUMANITARIAN INSTITUTE (MARIUPOL, UKRAINE)

Teaching English as a 2nd language, teaching Culture of English-speaking peoples, conducting teaching seminars for University and High School instructors. I still help PSTU occasionally as a translator/English language consultant. Oct. 1996 to Oct. 1998.

CENTRAL TECHNOLOGY SERVICES

Sub-contracted to Federal Express, CSSD/SODT, as a Training Designer.
Designing Training Material for the new International operations in OAK, EWR and IND. March through August, 1995, also subcontracted to Federal Express, Publishing Services as an illustrator October 1995 through February 1996.

THE UNIVERSITY OF MEMPHIS

Part-time Instructor of *Oral Communication*, (formerly *Public Speaking*, a required undergraduate class), *Practical Public Speaking* for the Continuing Education Department, and *Theories of Persuasion* (team-taught this course with Dr. Walter Kirkpatrick). During part of this time, I also taught computer graphic design for State Technical Institute at Memphis
August 1989-May 1995.

FORUM ASSOCIATES

Partner in this advertising firm, which specialized in general advertising, marketing strategies, typesetting and design for small businesses and professionals. We specialized in political campaigning. Our firm also did consulting work & design for other small advertising agencies. In addition to marketing services, I provided clients individualized training in public personal presentation and public speaking. June 1991-July 1995.

R E F E R E N C E S

C O M P U T E R E X P E R T I S E

Years of cross-platform experience, using Macintosh, Windows, and Windows NT. Experienced in using and teaching computer skills in Macintosh, Windows, Windows NT and Unix platforms

Application Expertise:

Adobe Illustrator
Adobe Pagemaker
Adobe Framemaker
Adobe Photoshop
Adobe Dimensions
Adobe Acrobat Distiller
Microsoft Office Suite
Microsoft FoxPro
Quark Xpress
CorelDraw
Quicken
Quickbooks
Word Perfect
Freehand
MacDraw
MacWrite Pro

FedEx Systems:
TAO
PRISM
CHEERS
COSMOS
COSMOS²
RPAR
IPAR
SOLAR
REMS
ANACOMP

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Vice President, Flight Operations
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Albert Glenn

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Myron Lowery

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