

John L. Larkin

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Webcast Manager, Western CPE

October 2015 - Present

Interim Director of Product Development, Western CPE

February 2017 - April 2017

- Oversaw the production and distribution of 300 hours of pre-recorded webcast education
- Developed alternative moderation and instructor payment models to generate product scalability

Founder, National Coalition of CPE Instructors

October 2013 - October 2014

- Constructed a fully-functional webcast platform (video, attendance checks, certificate) and customer database
- Created and administered instructor contracts
- Filmed, edited and produced over 30 hours of continuing education for CPAs
- Ensured certified compliance with NASBA (CPE accrediting organization)

Director of Distance Learning, CalCPA Education Foundation

July 2009 - January 2014

- Facilitated continuous growth in online education output and revenue
- 120 eight-hour video webcasts of live events (FY10-11)
- 570 events, \$4.5 million in revenue and 30,000 registrations (FY13-14)

I played an instrumental role in CalCPA's ever-accelerating transition to distance learning, responsible for all aspects of organizational capacity building, webcast production and customer experience. This includes, but is not limited to database construction, equipment selection and purchase, facility planning (nearly all the FY11-12 webcasts took place in various hotels and convention centers throughout the state), budgeting, processes and procedures, hiring and managing staff, regulatory compliance. I wrote the RFP and specifications used in the search for a new webcast platform vendor. We successfully and inexpensively produce each event with a team of one or two staff people per webcast. The team I supervised ranged between 4 and 8 at various times during my tenure.

Director of Communications and Marketing, California Society of CPAs
August 2006 - July 2009

I oversaw the production of *California CPA*, the organization's monthly magazine, as well as various print materials and collateral. I created and managed all of CalCPA's social media endeavors (Facebook, Twitter, YouTube, a number of specialty Ning sites, and the iTunes podcast stream), while also supervising the staff and activity of the CalCPA Institute, responsible for raising awareness about financial literacy. I supervised a team of 5.

Director of Communications, American Society for Public Administration
September 1996 - September 2005 (intermittent)

- Created the organization's first website
- Oversaw all aspects of production of its peer-reviewed journal and monthly newspaper
- Organized the annual conference (8 tracks; 100 sessions; 1,200 attendees)
- Edited and produced numerous textbooks

ASPA vigorously maintains its position as a point of collaboration between researchers and practitioners of public administration. I managed the organization's communications toward maximizing appeal to both audiences. The number of employees I managed during my tenure ranged between 2 and 7.

Web Development Associate, American Red Cross
October 2000 - February 2003

- Wrote, edited, and coded articles for the national organization's public website (redcross.org)
- Covered Red Cross relief efforts in NYC following the 9/11 terrorist attacks
- Managed the overhaul of the national organization's intranet (CrossNet)

Success in this endeavor required diplomatic internal PR to convince the leadership that HQ (the information provider) was not the "client". Rather, the needs of the 1,000,000 users at local chapters should drive content, organization, and structure of the site.

I learned much about large-scale communication strategies during one of the most challenging periods in Red Cross history.

Other Experience

China Institute of Metrology, Hangzhou, China

March 2003 - July 2004

English Teacher

Taught English as a foreign language to more than 300 Chinese university students in one of China's rapidly growing east-coast cities

Various Organizations, Washington, DC

July 1996 - October 2002

Freelance Author, Editor, Publisher

Example deliverables include writing the monthly Pulmonary Coding Review, designing and publishing a 500-page technical manual for McGraw Hill, editing multimillion-dollar proposals for Computer Sciences Corporation, and creating the annual report for the Administrative Offices of the US Courts.

Additional Skills

Managerial and business development:

- Strategic planning
- Budgeting
- Motivating staff and resolving conflicts
- Advanced MS Office Suite proficiency
- Google (Analytics, AdWords)
- Project management (OpenProj, Basecamp)
- Data analysis (R - stats and forecasting software)
- Public speaking
- Board and committee staffing

Video and audio recording and editing:

- iMovie
- FinalCut Pro
- Adobe After Effects
- Wirecast

Web design and programming:

- CSS
- HTML5
- PHP
- Javascript
- jQuery
- jQuery Mobile
- MySQL

Webcast and learning management:

- Adobe Connect
- GoTo Meeting and GoTo Webinar
- Peach New Media
- LearnLive
- Litmos
- Camtasia
- Moodle

Education

Saybrook Graduate School and Research Center, San Francisco, CA
2004-2006, (all but thesis)
Organizational Systems

Georgetown University, Washington, DC
1984-1988, BA English