

Charles E. Stratton

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<p>Teaching Experience</p>	<ul style="list-style-type: none"> • Corporate account executive and sales trainer with AIG Annuity for accounts including Wells Fargo, US Bancorp, Chase, Huntington Bank, AG Edwards and Edward Jones. • Developed for online delivery and taught IBM, HTM & ACCT 399R-Internships courses. • Co-developed hybrid online course ACCT232A-The Mathematics of Finance. • Taught hybrid online ACCT232B-Finance & Accounting Software Applications. • Taught on campus PSYC321-Organizational Behavior, BN1108-Packaged Applications (Microsoft Office), CD1101-Career Development and career workshops. • Supervised local level deployment of hybrid/online general education courses and students' success during transition. • Tutoring online at TutorMe.com for Business, WordPress, MS Office and Careers. • Proficient with Blackboard, Canvas, CampusVue, Moodle and WordPress.
<p>Web Design & Technology Fluency</p>	<p><i>Website Development:</i> Drupal and WordPress Multisite webmaster.</p> <ul style="list-style-type: none"> • WordPress Multisite – Principal, CE Stratton LLC: Portfolio at CESeNet.com. • Proficient in plugins and themes from WPMUDEV, Elegant Themes, Woo Commerce, iThemes, Elementor, WP-Bakery, Themify.me. • Proficient in social media, Google Ads, SEO, cPanel, WHM, DNS, Domain Mapping, Hustle, MailChimp, SmartCrawl, CloudFlare, Hummingbird, WordFence, Defender and Datafeedr. • Drupal – Co-designer: Career.byuh.edu, WillesCenter.byuh.edu. <p><i>Software:</i> CSM-Symplicity, CampusVue, Blackboard, Canvas, Moodle, Interview Stream, Focus 2, Optimal Resume, Acrobat Pro & LiveCycle Designer, Premiere, Photoshop, InDesign, Microsoft Office, CRM-Goldmine, ACT etc.</p> <p><i>ERP:</i> PeopleSoft (User of Student Admin, Travel & Expense, Report Mgr, Worklist, Purchasing/Requisitions, Faculty Ctr, HR Svc).</p> <p><i>Windows/Mac:</i> hardware and software troubleshooting (PC), networking, administration workflows, forms, web publishing, multimedia creation/publishing, document imaging.</p>
<p>Education</p>	<ul style="list-style-type: none"> • MBA, Northern Arizona University, Flagstaff, AZ, Finance emphasis. • BS, Brigham Young University, Provo, UT, Financial & Estate Planning emphasis. • CFP, College for Financial Planning, Denver, CO.
<p>Professional Experience</p>	<p><i>Principal, CE Stratton LLC – Ogden, UT, 10/17 – Current</i></p> <ul style="list-style-type: none"> • Facilitating WordPress website design for small businesses and professional portfolios. • Enjoys a solid reputation on freelance job boards, specializes in WordPress Multisite. • Seeking additional online trainer or adjunct teaching opportunities. <p><i>Dean, Director of Education, Remington College – Dallas, Ft. Worth and Honolulu, 1/12 – 10/17</i></p> <ul style="list-style-type: none"> • Oversight of department chairs, faculty, staff, library and technology services. • Assisted all three campuses with ACCSC five-year accreditation audits. • Responsible for the Department of Academics graduate and placement outcomes, curriculum deployment and student retention. • Assisted in the launch of three new academic programs at the Dallas Campus. • As team leader at Honolulu, created: <ul style="list-style-type: none"> ○ Three track Business Administration Associate Degree program adopted nationwide. ○ Student mentor program to encourage a sense of belonging. ○ Instructor assessment/training program to ensure quality curriculum delivery. ○ Department chair awareness/outreach program for absent students.

	<p><i>Career Services Manager, Internship Coordinator, Instructor, Entrepreneurship Specialist, NCAA Women's Softball Assistant Coach, Brigham Young University – Hawaii, Laie, HI, 8/05 – 12/11</i></p> <ul style="list-style-type: none"> • Increased placement 20% for College of Business, Computing & Government. • Facilitated student career placement and internships through networking, mentoring and driving Career Services Programs (Excursions, Alumni Mentors, Career Fairs, Outreach). • Assisted in the development and instruction of two hybrid online courses. • Served as Assistant Chair of the Annual Entrepreneurship Conference & Competition, and Administrator/Student Mentor in the Entrepreneurship Center for three years. <p><i>Regional Vice President, AIG Annuity, Houston, TX, 12/97 – 8/05</i></p> <ul style="list-style-type: none"> • Opened and increased sales from \$2MM to over \$20MM per month in the new Rocky Mountain Territory, six states. • Drove sales from \$12MM to over \$30MM per month in the Midwest Territory, eight states. • Generated sales through account acquisition, key management relations, sales training/coaching, promotion and direct customer activity. <p><i>General Manager/Trustee, American Business Leasing, Inc. Troy, MI, 05/89 – 12/97</i></p> <ul style="list-style-type: none"> • Directed sales, lease structuring, credit approvals and funding. • Handled collections, asset liquidations and corporate and estate taxes. <p><i>Regional Director of Sales, Great Western (Bank) Financial Securities, LA, CA, 11/87 – 05/89</i></p> <ul style="list-style-type: none"> • Promoted to Regional Director of Sales, opened the Arizona Region. • Investment Consultant to Great Western Bank customers in Lakewood, CA.
<p>Designations and Licenses</p>	<ul style="list-style-type: none"> • FUSION Trained Presenter • Certified Financial Planner (CFP) (Inactive) • NASD Securities 7, 24, & 63 Licenses (Inactive) • Life and Annuity Insurance Licenses (Inactive)
<p>Service to the Community</p>	<p><i>Volunteer, Boy Scouts of America, Detroit MI, Laie HI, Millcreek UT, 05/89 – 08/18</i></p> <ul style="list-style-type: none"> • Wood Badge trained. Scoutmaster for five years, 80% Eagle Scout completion. • Recipient of Scoutmaster Award of Merit and Scoutmaster's Key. • Assistant District Commissioner for two years, responsible for training leaders in 30 scouting units. Unit Institutional Head for six years. • Served as Chartered Organization Representative. <p><i>Principal, Career & Family, Detroit, MI and Laie, HI, 01/92 – 12/12</i></p> <ul style="list-style-type: none"> • Directed development of educational materials for career and family success. • Developed proprietary financial planning software and multimedia applications. • Website not active and in redevelopment: CareerandFamily.org.
<p>Personal Interests</p>	<p>Family, education and website publishing. Completed three marathons. Enjoys hiking and biking.</p>