

Robert E. Hilliard

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SUMMARY

Web Master/Web Developer/Web Technologist/Senior Programmer Analyst/Database Administrator with substantial experience in deployment and support of Internet technologies and experience with large, complex, multi-platform server environments. Strong customer service skills with ability to cultivate close-knit teamwork between project members. Selected areas of experience, strength and ability include:

- Strong analytical and conceptual skills
- Rapid problem identification, analysis, and resolution
- Developing computer solutions that promote efficiency
- Self-directed, able to function without supervision

TECHNICAL SKILLS

OPERATING SYSTEMS: Windows 7 (Pro and Home), Windows 2003, Windows 2000 (Pro and Server), Windows NT 4.0, Windows XP (Pro and Home), MVS/TSO, ZOS

NETWORK/
INFRASTRUCTURE: TCP/IP, FTP, POP3/SMTP/Sendmail, MS Terminal Services, IIS 4.0/5.0

SOFTWARE: MS Office (Word, Excel, Powerpoint, Access), PhotoImpact, Photoshop, Adobe Premiere (Audio/Video production), Dreamweaver, Fireworks, Flash, Acrobat, Illustrator, Sitemaker (CMS Editor), Tightrope Carousel, Ignite

LANGUAGES: XML, HTML, Visual Basic, VB Script, JCL, COBOL

EDUCATION

University of Texas at Tyler, Tyler, Texas 1997
M.S., Industrial Technology
3.75 GPA

University of Texas at Tyler, Tyler, Texas 1991
B.S., Industrial Technology
3.21 GPA

PROFESSIONAL EXPERIENCE

Trinity Mother Frances Health System/Mother Frances Hospital, Tyler, Texas. 1996 to Present Senior Programmer Analyst/Database Administrator/Web Master/Web Technologist/Digital Specialist

Responsible for all facets of the website family at TMF, which includes TMFHS.ORG, TMFHEART.ORG and TMFNEUROSCIENCE.ORG. 15+ years experience involving planning, coordinating the development and execution of websites and web technology. Experienced in and have strong understanding of web design, application, navigation, and current trends in web development. Experienced and efficient in search engine optimization (SEO), web standards and usability best practices. Knowledgeable of web analytics and behavior of website visitors. Use of data collected from analytics to determine best aspects of website to work towards business objectives. Well versed in Adobe Dreamweaver, Adobe Photoshop and websites maintained in a Content Management System environment. Web Developer in HTML, ASP, SQL Server on Microsoft Technologies. Team Leader, having strong project management, coordination, leadership and presentation skills. Ability to work independently as well as within a team. Have creative and visualizing experience to project and develop various prototypes for different categories of web projects. Experienced in installing and maintaining digital TV messaging systems and maintaining external digital signage.

Previously responsible for and have overseen all Payroll, Time & Attendance, General Ledger and Accounts Payable processing in Information Technology. Experienced with Integral payroll program in a mainframe MVS environment. Also experienced with API Payrollmation (Time and Attendance), Activestaffer and LaborWorkx nurse scheduling systems housed on numerous SQL 2000 and 2005 based servers. Responsible for the everyday operation of payroll and time & attendance processing, maintenance, reporting and uptime. Good working knowledge of ZOS and MVS mainframe system, SQL, Windows Server 2003, Windows Sharepoint Portal, Windows XP, TCP/IP, Ethernet networking systems and system and application administrative duties. Develop, document, implement and maintain reporting programs in COBOL and SQL databases. Work proactively with human resources, payroll and accounting personnel. Perform database administration duties as well as maintenance processes within the SQL environment. Provide the highest customer satisfaction as possible.

Within the first year as Webmaster for TMF, many milestones were accomplished including:

- Video
 - o Updated videos on all websites
 - o Researched and created a video standard for TMF
 - o Created Youtube account/Added TMF to Youtube
 - o Added TMF to iTunes
 - o Added Podcast page
- File storage
 - o Setup and created host account for storage and retrieval of files
 - o Stored podcasts, videos, virtual tours
 - o Saved \$5,000.00 a year over using regular host for video storage
- Virtual Tours
 - o Purchased and setup virtual tour software
 - o Setup hardware
- Community Outreach
 - o Created database for tracking and reporting
 - o Created web pages on tmfhs.org for worldwide promotion
- Website hosting changes
 - o Saved \$15,000.00 a year after negotiating lower hosting fees and optimizing modules
- Search Engine Optimization
 - o Began monthly traffic/visit and information reports for all websites

- o Setup various tracking mechanisms

- o Personally took the responsibility to optimize all three websites for better search engine ranking - In August of 2008, a search in Google for "hospital tyler texas" or "hospital tyler" would yield TMF ranking on the second or third page behind all local competitors. In January, 2009 after finishing SEO implementation, TMFHS.ORG is first listing on the first page in Google. In addition, over 90% of all the medical services at TMF rank on the first page in Google.

Programming areas and projects responsible for:

- Sharepoint Portal (Intranet)
- Year 2000 Remediation Project for Information Technology (Project Manager)
- Pathways Contract Management (Project Manager)
- API Payroll/Time and Attendance Implementation (IT Project Manager)
- API Laborworkx Implementation (IT Project Manager)
- McKesson Pathways Financial Management (Accounts Payable)
- McKesson Pathways Materials Management (Purchasing)

The University of Texas Health Science Center at Tyler, Tyler, Texas 1990 to 1996

Programmer Analyst/IT Technician

Responsible for the application of COBOL programming techniques and mathematical theories in an IBM ES-9000 Mainframe environment. Research, create and modify programs to meet the needs of departments throughout the hospital. Skilled in IMS Database access. Knowledgeable in JCL, VSAM and sequential file processing. Working knowledge of MVS/ESA, JES2, TSO, and ISPF. Experienced in compiling, testing and debugging batch and on-line programs. Create, write and modify on-line PCS/ADS Plus programs that include screens, solis', dcl's and dynamic displays in a CICS environment. Document all programs and data formats. Responsible for program design and flow charting. Design data formats and file specifications. Directly responsible for various programming projects with state-wide emphasis. Work within a team environment. Strong problem analysis skills. Possess effective interpersonal skills.

Programming areas and projects responsible for:

- Clinical Research Database System
- General Accounting
- Historically Underutilized Business (HUB)
- Human Resource Information System (HRIS)
- Managed Care/HMO & PPO System
- Patient Accounting and Diagnosis
- Personnel/Payroll
- Purchasing and Inventory/Materials Management
- Statewide Property Accounting/Capital Asset Management (SPA) (Project Manager)
- Uniform Statewide Accounting System (USAS)(Project Manager)
- Year 2000 Date Initiative (Project/Committee Leader)

Goodwill Industries of East Texas, Tyler, Texas 1989 to 1990

Industrial Contract Division Manager

Responsible for developing and maintaining computer based managerial reports and data using word processing, spreadsheet and database software packages. Responsible for the implementation and support of all IBM computers in the organization. Conducted time and motion studies on computer to quote and present industrial contract bids to manufacturing companies in the East Texas area. Responsible for directing a staff of eight employees. Worked closely with area companies concerning their assembly, packaging and quality assurance needs. Responsible

for gathering pertinent data required in aiding contract negotiations that involved work measurements, ergonomics, cost studies and production schedules. Authored and distributed throughout the national Goodwill chain, various cost and bidding software templates written in Lotus 1-2-3.

**ABR Technologies, Inc./Intellivoice, Inc., Tyler, Texas
1984 to 1989
Part Owner/Vice President**

Developed ABR Technologies to sell personal and business computer systems. Intelli-Voice was developed to sell communications products ranging from radio pagers to cellular telephones. Hired and managed a staff of nine employees housed in a retail store with a sales department, service department and installation bay. ABR Technologies had a computer customer base of over 300 and was responsible for the software and hardware needs and maintenance of each customer. Experienced and knowledgeable in both personal and business computer hardware and software, computer electronics, computer networking, computer repair and service. Also experienced in DOS operating systems for business and personal computers as well as many computer application software packages.

**KTRG-TV, Channel 56, Jacksonville, Texas (now KETK-TV)
1983 to 1984
General Manager**

KTRG was in the start-up phase with objectives and deadlines that had to be met. Negotiated with the NBC Network in New York for an on-air contract for programming and began construction plans for a building, purchasing equipment and hiring staff. Developed short and long-range goals for the operation and management of KTRG. Gained experience in starting and building a television station from the ground up. Planned and purchased all broadcasting equipment and facilities. In 1984, KTRG-TV owner, Robert Gilchrist filed for bankruptcy and KTRG was eventually sold to an investment group.

**Texas Publishing Company, Channel 2 and Channel 18, Tyler, Texas
1982 to 1983
Production and Operations Manager**

Duties included management of station operations with a combined staff of 18-20 employees. Started with Channel 18 in Greenville, Texas as Production Manager, soon became Operations Manager overseeing all commercial production, on-location production, in-studio production, engineering and editing operations. Transferred to Channel 2 in Tyler, Texas where marketing goals and objectives were created and implemented for production and operations.

**LPH Productions, Inc., Tyler, Texas
1980 to 1982
Part Owner/Vice President**

LPH was the first independent video and audio production company to be formed in the Tyler, Texas market. Day to day responsibilities and experience included producing, writing and the shooting of television commercials and industrial video presentations. Developed advertising strategy and media purchase/placement for clients. Experienced in all facets of video photography as well as 1/2", 3/4", 1" and 2" editing equipment. Experienced in complete studio lighting and on-location lighting, audio recording and steadicam operations.

KLTV-TV, Channel 7, Tyler, Texas
1972 to 1980
News Operations Director
Chief Videographer

Advanced from weekend cameraman into video production, directing and production of commercials. Gained experience in video photography, directing of live newscasts and programming, editing, news assignments and managing personnel. Additionally served as anchor for weekend newscast for a period of two years.

PERSONAL PURSUITS

Webmaster 1996 to Present
Design, implement and maintain various internet websites - <http://www.hilliard.ws>.

Video Editor/Producer 2003 to Present
Create and produce digital video presentations - <http://www.hilliard.ws/videocafe>.

CERTIFICATES / AWARDS

Recipient of the "I Care" Award.
The University of Texas Health Center at Tyler, May 1996.

Nominated as "Service Plus" Employee of the Month for providing exceptional customer service.
Trinity Mother Frances Health System, November, 1998.