



# Ray Hocker

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## Profile

An accomplished management professional with a keen understanding of critical strategic communications. Brings experience in strategic planning, education, broadcast media, public relations, and public speaking together with a proven ability to provide creative, innovative, enthusiastic and forward-thinking mature leadership.

## Experience

### **Video and Photography Producer, Naval Air Warfare Center -2008 to present**

Lead for the scientific video and photography group at the Weapons Survivability Laboratory at the Naval Air Warfare Center, China Lake, California. Develop video, print, and multimedia productions working with a team of diverse professionals including engineers, research scientists and both military and civilian technical experts.

### **President and Creative Director, Creative Edge Events Inc. -1998 to Present**

Create and manage major marketing events and television productions for clients including the Las Vegas Convention and Visitors Authority, Mitsubishi Motors of America, Subaru of America, Magellan GPS, the United States Air Force Reserve, and Mitsubishi Electronics.

### **Professor, Cerro Coso Community College -1994 to present**

Design and develop curriculum and learning outcomes for distance education courses in Digital Video Production, Digital Cinematography, and Podcasting. Presented classes using innovative approaches including asynchronous online delivery, interactive TV (iTV) with synchronous delivery to three remote campuses, and hybrid classes combining traditional classroom delivery with an online component linking together students from several countries. Head coach women's tennis team for three seasons.

### **Marketing and Public Relations Manager, Carrera Publishing Inc. -1996 to 1998**

Responsible for developing marketing strategies and creative content of marketing materials including: direct mail, brochures, newsletters, advertising, and press releases. Script writing for product announcements and trade-show presentations.

## Education

National University, Ja Jolla, California -**Master of Arts in Strategic Communications**

National University, Ja Jolla, California -**Master of Fine Arts in Digital Cinema**

University of Redlands, Redlands, California -**Bachelor of Arts in Business Management**

Brooks Institute of Photography, Santa Barbara, California - **Bachelor of Arts Photography**

## Skills

### **Project Management**

- Strategic Planning
- Crisis management and communications
- Budgeting and finance.
- Team building and the ability to attract and retain top talent
- Scheduling and resource management
- Online content and website design and management
- Personal management and evaluation
- Effective communication both written and verbal

### **Management Soft Skills**

- Critical listening
- Collaboration
- Empathy
- Creative thinking and innovation
- Power of influence

### **Video Production**

- Production of video in high definition, 4K and ultra-high-speed frame rates
- Preproduction planning, scheduling, and shot list preparation
- Film and video production and project management
- Storyboard layout and design using storyboarding computer software tools
- Script writing for long form technical video productions
- Advanced certification in Apple Final Cut Studio and Adobe Premiere Pro software
- Video special effects and titling using Adobe After Effects and Apple Motion tools
- Digital sound recording using field sound recording systems

### **Education**

- Curriculum development
- On-site and online instruction
- Department leadership in Career Technical Education
- Grant writing
- Instructional TV studio and lab design

### **Photography and Graphics**

- Skilled still and motion photographer
- Accomplished Adobe PhotoShop editor
- Creative portrait and commercial photography
- Photography educator

Achievements  
& Career Highlights

**Public Speaking**

Presented programs and demonstrations for major corporations, public utilities, and Federal and State agencies and appeared on-screen in broadcast news, stage and film productions. Represents the Navy's Weapons Survivability Laboratory at the annual meetings of the National Defense Industrial Association.

**Publications**

Authored Video for the Web (2008), for ITT Technical Schools and served as the subject area expert for the writing of Web Design Project (2009).

Authored and designed color programs including a 30 page magazine for The Subaru Rim of the World Rally (2007).

**Film and Video Production**

Produced and directed over 10 hours of original television programming for broadcast world-wide over networks including FOX Sports, ESPN, SPEED, HDNet, Comcast, NatGeo, and SKY networks.

**Grant Writing**

Awarded a California State grant for \$240,000 for television studio equipment package for Burroughs High School.

Awarded a \$10,000 grant from Toiyabe Indian Health Project to produce a public service video the Healthy Heart program from the National Institute of Health.

**Vocational Education**

Severed for two years as the department chair for high school regional occupation and member of school's accreditation committee. Developed matriculation agreements for community college credit programs.

**Website Design**

Designed and produced content and systems for multifaceted websites including: written and photographic content, online purchasing of goods and services, interactive calendars, video content, and registration systems.

**Trade Shows**

Designed booths and displays, composed press releases and created video and written materials for trade shows and expos including: The Off-Road Vehicle Expo, the SEMA Show, EXPOLORE International.

References

**Available upon request.**