

Wayne F Cook
Birmingham, AL 35209
205.587.2665 wcook@mycoachonline.com

SUMMARY

I am an experienced, highly motivated internet entrepreneur with a deep understanding of internet and network technology and how it relates to people and processes. My first foray into the internet began in 1998 and resulted in the world's largest video based sports instruction website, which used cutting edge technology to deliver large format video to a low tech coaching audience. In order to accomplish my objectives, I developed expertise in many essential web skills from HTML, MySQL and analytics to video streaming, apache web server and content management. My work has been featured on the Apple Computer website, The Wall Street Journal Online with Walt Mossberg and numerous local publications.

SKILLS AND STRENGTHS

Marketing and Analysis

Content Management, Digital Marketing, E-Commerce, Search Engine Optimization (SEO), Web Analytics (Google and server log analysis)

Web Development

HTML, JQuery, Apache Web Server, Mailman, PHP, MySQL, HTML5, CSS, Website Optimization, Responsive Web Development

Video

Final Cut Pro, Video Streaming, Video Compression, Wowza Media Server

Hardware and Systems Engineering (Computer and Industrial)

Systems Analysis, Process Control, Test and Evaluation, Troubleshooting, Technical Documentation, System Startup, Procedure Development and Evaluation

PROFESSIONAL EXPERIENCE

1998 – Present Internet Broadcasting Corp Entrepreneur

I pioneered large format subscription based streaming video websites at a time when internet video was short, small and slow to load. I was able to produce and deliver 3 to 7 minute instructional videos that played instantly via a website that was user friendly to a low tech customer. To manage a rapidly growing subscriber base and ballooning content library, I developed and deployed e-commerce and subscriber/content management systems using MySQL databases.

I also developed successful marketing campaigns using email lists, SEO positioning and traditional marketing methods which resulted in one of our web properties being selected as a "QuickTime Hot Pick Website" and earning a prominent place on the Apple website. We have also been featured in the Wall Street Journal Online by Walt Mossberg and numerous other smaller local publications.

Using the skills, systems and techniques I developed we have helped numerous customers deploy their own web solutions using technology that works best for their situation.

**1989 EG&G Technical Services
Space Shuttle Launch Operations**

Project Manager, KSC FL

At the request of Lockheed/NASA management, I accepted a temporary position to bring space shuttle launch preparations for launch complex 39B Environmental Control System (ECS) into schedule compliance before starting a full time corporate pilot position. When I began this position in July of 1989 ECS was 6 to 8 weeks behind schedule. At the scheduled “go live” date ECS was the ONLY launch pad system ready to support space shuttle launch operations. In my capacity of project manager I supervised 3 engineers and 12 technicians to validate and troubleshoot the space shuttle launch pad ECS.

1988 – 1989 General Dynamics

Engineer, Ft Worth TX

I provided engineering support for F-16 and F-111 design and modifications and provided engineering review and support for F-16 technical publications and flight test data.

**1985 – 1988 Lockheed Space Operations
Space Shuttle Launch Operations**

Engineer, KSC FL

I was a launch control engineer responsible for the Environmental Control System (ECS) at Shuttle Launch Complex 39B and was the last engineer to leave the launch pad for the space shuttle Challenger launch. As a systems engineer, I was tasked with insuring all systems were operating properly, troubleshooting problems, developing repair plans and communicating with NASA/Lockheed management teams. I was also selected to be a “Red Crew” engineer and trained to handle launch pad emergencies during a space shuttle countdown.

1984 – 2014

Jet Pilot

I have served as a USAF pilot, a corporate line captain and a corporate chief pilot. My jet pilot experience translates directly into almost any non-aviation position because I’ve mastered the art of customer service by working directly with company owners, high level executives and customers.

I’m also experienced at comprehending and implementing procedures set down by regulating agencies and developing procedures that were relevant for our individual flight departments, skills that readily apply to most non-aviation positions.

Finally, years of learning and troubleshooting aircraft electrical, mechanical and software systems have helped me develop outstanding troubleshooting skills and systems engineering knowledge.

EDUCATION

BS Mechanical Engineering - Auburn University
<http://www.internetbroadcastingcorporation.com/>