

Vikram Rangala

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Communication and change consultant; COO, editor, writer for financial news service; award-winning MBA and honors undergraduate instructor and advisor for Top 25 business school. Multilingual, three years' work in Japan, extensive public speaking, professional web design, video, audio production, experienced futures and options trader and analyst.

Experience

- MrTopStep.com LLC, Chicago, IL** Oct 2012 – Present
COO, Editor, Writer
- Managed turnaround of content, operations, marketing, and communications for financial news firm
 - Redesigned website using Wordpress, HTML5, CSS, Javascript, and Adobe Photoshop and Illustrator
 - Created or improved Twitter, Facebook, LinkedIn, Pinterest, and YouTube presence
 - Implemented Google Analytics, Facebook and Twitter analytics. Increased Twitter followers from 9.6K to 18.7K.
 - Tripled website traffic in three months using SEO. Increased ad revenue
 - Created PowerPoint and directed live webinars. Edited and post-produced for YouTube, Omnovia, and DVD
 - Edited, co-wrote daily newsletter for banks, funds, journalists, and traders worldwide (6K subscribers)
 - Maintained profitable futures trading demo account to track recommendations. Moderated trading chat room
- Futures and Options Trader (Independent)** Jan 2008 – Present
- Traded intraday futures and longer-term options using consistently profitable technical analysis method
- Freelance Editor, fiction and nonfiction** Oct 2012 – Present
- Edited two novels by M.K. Ducote: *Naked Paddock* (2013) and *False Grid* (2015). Coached on dialogue, style
- Santa Fe College Ctr for Innovation & Entrepreneurship Development** Feb 2007 – Dec 2011
Senior Instructor and Consultant, Gainesville, FL
- Designed and taught Advanced Presentation, Resume and Career Transition professional education courses
- Web design and marketing consultant (Ind.), Gainesville, FL** Apr 2009 – Oct 2011
- Developed food photography blog for restaurant group, added 2000+ Facebook friends
 - Increased new customers in economic downturn, increased low-season revenue 20% over previous three years
- University of Florida College of Business, Gainesville, FL** Jun 1999 – Aug 2007
Senior Instructor, Curriculum Designer – MBA, graduate programs
- Designed writing curriculum for MBA programs: PowerPoint, feasibility studies, speaking confidence, Plain English, art of memo. Incorporated writing for Web, social media, online video, research, and collaboration
 - Taught leadership communication, including strategies for change management, persuasion, crisis and conflict resolution: training methods, TQM, Lean Production, and intercultural communication
- University of Florida Honors Program, Gainesville, FL** Aug 1995 – Dec 2007
Honors Writing Coach, Senior Instructor
- Designed and taught original writing courses: Leadership Communication, Business & Leadership Writing, Spirituality in Popular Culture, Writing & Personal Growth, Writing & Healing, Writing & Love.
 - Writing coach and first Honors Faculty-in-Residence, Hume Honors College
- University of Florida Academic Advising Center, Gainesville, FL** May 1996 – Dec 2007
Academic Advisor, Recruiter – Honors and Merit Scholars
- Advised thousands of students on academics, personal challenges, graduate and career planning
 - Designed Merit Scholar recruitment program with Admissions, spoke at major events, hosted hundreds of prospective students in my honors courses. Raised UF ranking from #24 for National Merit Scholars to #2 behind Harvard, #2 for Achievement Scholars behind Howard, #1 among public universities

- Advised Honors pre-med students on courses, research, MCAT, application essays, interview preparation
- Led New Student Orientation workshops, helped students design Interdisciplinary Studies majors

University of Florida Paris Research Center, Paris, France

May 2005 – June 2007

Instructor – A Writers’ Tour of Paris for the Five Senses

- Designed and taught study abroad writing course featuring Paris history, art, religion, music, and food
- Lectured in Louvre, Musée d’Orsay, Fondation Claude Monet, Grand Mosque, Museum of Jewish Art and History

Communications Consultant (Ind.), Chicago, IL

Aug 1999 – Present

- Advised managers and executives on issues like communicating with employees and crisis management
- Coached managers, executives, and students through resume-writing and transition processes

Kaplan Test Prep, Gainesville, FL

Aug 1995 – Aug 1999

MCAT, DAT, GMAT, and SAT Instructor

- Taught Organic Chemistry, Biology, Chemistry, Physics, Verbal Reasoning, Logic, and test-taking skills

University of Florida Department of English, Gainesville FL

Aug 1993 – Jul 1995

Graduate Instructor – Composition, Fiction Writing

- Taught Introduction to Expository Writing, Beginning Fiction Writing for top ten US creative writing program
- Ranked #1 in class and only graduate student selected to teach Intermediate Fiction Writing

Fujitsu Corp., Nishida Youko Software subsidiary, Tokyo, Japan

Jan 1991 – Aug 1993

Educational Software Design Consultant

- Designed curriculum and UI for first multimedia educational software used in Japan public high school Business English courses. Designed pre-HTML for Fujitsu FM Towns PC with (then-new) CD-ROM player
- Learned Japanese business processes, including Lean Production, Toyota Production System, TQM, Kaizen
- Supervised Japanese-speaking development team and trained first group of teacher end-users

Japan Exchange & Teaching Program, Education Ministry of Japan

Aug 1990– Aug 1993

Assistant English Teacher, Chiba Prefecture

- Taught English as a Second Language in public high schools, working with Japanese teachers
- Designed new communication-oriented Business English curriculum for Kimitsu Commerce High School
- Hosted 3-day conference and presented at national education conferences in Japanese and English

Education

- University of Florida, Master of Fine Arts in Creative Writing with Honors, 1995
- Rice University, BA English Literature, 1990

Recognitions & Achievements

TEDx Speaker, “A New Capitalism” 2011 • Anderson Scholar Outstanding Faculty award (Fall 1997-Fall 2007) • Honorary Faculty Member, Golden Key National Honor Society 2007 • Nominee, University of Florida Distinguished Alumni Professor, 2004 • University of Florida Honors Professor of the Year, 1998, 1999, 2000 • Distinguished Faculty, National Society of Collegiate Scholars, 1998

Skills & Interests

Technical analysis of stocks, futures, and options. Conversational French, Japanese, Tamil and basic Hindi, Spanish, German, Sanskrit. Wordpress, WooCommerce, HTML, CSS, Adobe Creative Cloud (Photoshop, Premiere Pro, Dreamweaver, Illustrator), video and audio production, Microsoft Office, SharePoint, Prezi, photography, Carnatic music, Aikido (2nd degree black belt), cooking, travel