Austin, TX
fordhenley.dev

Ford Henley

linkedin.com/in/fordhenley
github.com/fordp86

Technologies and Languages

- Languages: HTML, CSS, JavaScript, React.js, Node.js, Express.js, .NET MVC, PHP
- Technologies: MySQL, Postgres, MongoDB, AWS, Git, CPanel, Bootstrap
- Software: MS Suite, Photoshop, Affinity Photo, Figma, Adobe XD, VS Code, Visual Studio

Education and Certifications

- **B.Sc. Business Management, Marketing,** University of Alabama, Tuscaloosa, AL.   **2005–2009**
- **Intro to Programming and Frontend Development,** Udacity, CA.   **2018-2019**
- **Fullstack Web Development,** Bethel School of Technology, Redding, CA.   **2022 (11 Months)**

Technical Experience

President/Web Developer   **Ford's Web Help**   **2010–Present**

- Partner with 20 small business clients to boost their online presence with web development & digital marketing.
- Gather requirements for digital marketing initiatives and plan project scope.
- Design, launch, test, and deliver websites, while providing key updates to stakeholders and clients along with optimizing for searching engines.
- Direct outside vendors on project deliverables.
- Manage all small business operations, including marketing, contract negotiations, and finances.

Frontend Web Developer   **Student Life/Lifeway**   **2012–2014**

- Collaborated with creative teams and project managers to implement new marketing campaigns with front end development.
- Converted all company websites to Twitter Bootstrap-based mobile-friendly sites to boost sales and traffic.
- Worked alongside the lead developer to create custom landing pages and content for company programs such as their Student Life Conference and Summer Camps.

Internet Media Associate   **ProctorU**   **2011–2012**

- Worked with CTO & CEO to develop initial internet marketing strategy as the 1st member of the web team.
- Optimized proctoru.com to overtake existing competitors for the number one on Google for the highly competitive keywords: Online Proctoring & Virtual Proctoring.
- Partnered with the University of Illinois Accessibility program to make all client facing web applications 508 ADA compliant.
- Developed a custom lead generation funnel to navigate customers between the sales team and the support team.

Non Technical Experience

Digital Strategist   **Sport Clips (Franchise)**   **2015–Present**

- Guide Team Leader in managing marketing projects and improving business efficiency through updated automations and technology.
- Develop strategies to boost store performance to generate $1 million in revenue across our 3 locations.

Marketing Director   **Shops at Wright Plaza**   **2015–2018**

- Developed New Brand Identity: created a new logo and website for the Shops at Wright Plaza.