

## Contact

McKinney, TX  
972-757-0785 (Mobile)  
gradywhodge@gmail.com

[www.linkedin.com/in/gradywhodge](http://www.linkedin.com/in/gradywhodge)  
(LinkedIn)

## Top Skills

Salesforce.com  
Customer Relationship Management  
(CRM)  
Applicant Tracking Systems

## Languages

English (Native or Bilingual)  
Cantonese (Professional Working)

## Honors-Awards

Producer of the Year, 2015  
Rookie of the Year  
Producer of the Month - 18  
consecutive months  
200 Days Booked Club  
Fastest Senior Ramp-Up Company  
Record

# Grady Hodge

Front-End Web Developer at Freelance Web Development  
Mckinney, Texas

## Summary

"ABSORB WHAT IS USEFUL. REJECT WHAT IS USELESS.  
ADD WHAT IS UNIQUELY YOUR OWN." BRUCE LEE.

I custom build fast websites with an emphasis on lead conversion for service-oriented businesses. I'm great with scheduling software and CRM (customer relationship management) systems.

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## Experience

Freelance Web Development  
Front-End Web Developer  
January 2017 - Present

Freelance

HTML5/CSS/JS

WordPress CMS

Gatsby

Photoshop & Affinity

I build websites on the side while I attend BYUI-online for Front-End Web Dev courses

I want to learn Gatsby, React, Node.JS, Sanity, BitStack for headless CMS applications

Iceberg Marketing  
Freelance Digital Marketing  
August 2016 - Present  
Frisco, TX

- Increased SEO/SEM by rewriting website content
- Reviewed Moz.com reports with clients to identify areas of improvement for backlinks and metadata and increased search engine optimization
- Ghostwriter for blogs and other content to increase value of relevant content

The Living Well Team  
Director of Client Care  
January 2018 - March 2019 (1 year 3 months)

## Prosper, TX

Redefining the Real Estate industry by delivering a higher standard of coaching to our agents who in turn treat our clients like gold.

Through training, coaching, mentoring, in-house certification courses, and leadership paths we go above and beyond the industry standard.

We've custom built a CRM sales platform with all the cutting edge tools to help our agents leverage their networking efforts to match up the perfect home with our clients as quickly as possible.

## Provider Marketing Group, LLC

Digital Marketing Specialist

August 2016 - August 2017 (1 year 1 month)

Mckinney, Texas

- Started my own business with a partner custom building web apps for physicians
- Write copy and format web content and designed web pages and implemented web applications
- Set up blog and write freelance articles for several clients to maintain SEO
- Identified SEO/SEM improvements using MOZ reports
- Networked with full stack developers, SEO specialists, and CRM vendors

## All Medical Personnel

Senior Recruiting Manager

July 2012 - August 2016 (4 years 2 months)

Irving, TX

- Recruit Primary Care Physicians and all other specialties
- TOP Recruiter 18 consecutive months, set company record for fastest Sr Recruiter ramp-up
- Negotiate rate and travel expenses for Direct Hire, Temp-to-Perm, and Locum Tenens assignments both short and long term contracts
- Develop Contact Strategy and Customized Email Campaign for Personalized Job Alerts
- 4,000% ROI on Email campaigns, 80% open rate, 60% response rate, 1% opt out rate, 1 million emails yearly
- Further Developed CRM functionality to increase productivity of team by delegating tasks and checklists
- Train New Recruiters on Sales and Recruiting Skills and developed recruiter activity checklist

## Interim Physicians

ER & Hospitalist Physician Recruiter

March 2013 - June 2013 (4 months)

My specialty focus was on ER, Hospitalists, Anesthesiologists, and Family Practice ER/HOS physicians

## Staff Care

Primary Physician Recruiter

August 2012 - March 2013 (8 months)

Irving Texas

- Recruit Primary Care Physicians- Internal Medicine, Family Practice, Pediatricians, Urgent Care
- Negotiate rate and travel expenses
- Cold Call and develop new relationships with physicians and clinics
- CRM database expertise- maintain calling campaigns to match candidates with jobs
- Keep working physicians employed by booking continual assignment

## Florida International University

College Recruiter

June 2009 - July 2012 (3 years 2 months)

Online MBA

- Started FIU state college online MBA recruiting program – recruited over 800 active students in under 2 years
- Developed Sales Pitch and enrollment tracker on Excel and Microsoft Dynamic CRM
- Developed Live Chat and work-from-home VOIP program
- Hired away from UOP for a 12K pay increase

## University of Phoenix

College Recruiter

November 2006 - June 2009 (2 years 8 months)

Plano, TX

- Adult Education Trainer- taught adult student intro courses, class sizes 15-30
- Expert at Financial Aid Counseling
- Expert at Financial Aid Compliance and FERPA Compliance
- Expert at building sales conversion trackers and charts
- Senior Enrollment Counselor- consistent volume in sales

## Oxford International

### IT Account Manager

August 2006 - October 2006 (3 months)

Dallas/Fort Worth Area

- Recruit Primary Care Physicians- Internal Medicine, Pediatricians, Urgent Care
- Assist with On-boarding, Negotiate rate and travel expenses
- Cold Call around Vendor Management Systems and connect with decision makers
- Utilize SalesForce.com, SFDC to maintain direct contact with hiring managers in order to work around the vendor list process

### Texas Fidelity Title

Office Manager

October 2003 - August 2006 (2 years 11 months)

Plano, TX

- Interview, Hire, Manage Escrow Officers and Assistants
- Redesigned title work processing so that files could be completed within 3 days (industry standard is 2-3 weeks)
- Work with developer team to set up a new SalesForce CRM to track the process of our clients
- Closer/Marketing Consultant- developed new relationships with clients, realtors, and lenders; special focus on Spanish Chamber of Commerce and Chinese Communities
- Examination and Abstracting- research chain of title, developed our own in house team

### LDS Hong Kong Mission

Distribution Manager

September 1997 - September 1997 (1 month)

Hong Kong, China

- Distribution Manager for all printed and translated materials in 42 languages
- District Leader
- English Teacher (beginner, intermediate, advanced)
- Full Time Proselyting, spoke Cantonese fluently
- Sunday School Teacher
- Finance and Membership Clerk

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## Education

### Brigham Young University - Idaho

Computer Science, Web Design Back-End Development · (2017 - 2017)

### Trailhead by Salesforce

Salesforce Admin Certification, Back-end Web Development · (2018 - 2018)

### Codecademy

Full Stack Web Development Certification, Computer Software Engineering · (2016 - 2017)

### University of Utah

4 yrs, Architecture/English · (2000 - 2003)

### Collin County Community College

Associate's degree, General Studies · (1999 - 2000)