

Ben Dalton

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daltondevelopment.com

Skills

Website management
Project management
Client management
Research and analysis
Multicultural sensitivity/awareness
Collaborative problem-solving
Communications
Basic tech support (in-office)
Customer service

Software

Adobe CS6
 Photoshop
 Illustrator
 InDesign
Sublime Text
Microsoft Office
Keynote
MS Windows
Mac OS X
WordPress

Languages

HTML
CSS
Javascript (jQuery)
Sass/Less
HAML

Still Learning

Ruby
PHP
Javascript

Education

BA in History
UNC Charlotte
December 2004

Relevant Experience

Digital Producer, Technekes

2012 – Present | Charlotte, NC

- Develop data-driven email templates for multiple client marketing strategies across agriculture, healthcare and financial industries
- Created email life-cycle from conception to post-mortem
- Improved email production process to clarify requirements and QA procedures among team members and campaign managers
- Ensure cross-client compatibility for all outgoing marketing emails
- Expand creative limits for email marketing within the company by developing advanced templates while maintaining compatibility
- Work with product development team to advance usability of email templating and sending
- Design and develop dynamic, data-driven microsites in the context of Ruby on Rails
- Create markup and styles for dynamic, web-based dashboards providing data visibility to end-users
- Update legacy web applications within .NET framework
- Develop Coffeescript templates for transactional and blast fulfillment tactics, including direct mail, fax and sms

Owner/Developer, Ben Dalton Web Development

2011 – Present | daltondevelopment.com

- Develop content and design for business websites using HTML, CSS and Javascript (jQuery)
- Coordinate web development with designer, gathering assets and slicing Photoshop comps
- Work with clients to build a vision for the website that both meets their needs and budget, then flesh out that vision
- Actively manage content for evolving business needs
- Incorporate forms to gather critical information from potential customers on behalf of clients
- Leverage PHP in order to send form information to clients
- Ensure cross-browser compatibility with visual presentation and interactive elements of websites

Project Manager, Christian World Adoption

2007 – 2012 | Flat Rock, NC

- Managed content for three public websites and one internal website using HTML, CSS and content management systems
- Provided content strategy and direction for online manuals guiding clients through complex processes and improving the user experience
- Generated bulk email updates for clients providing visual updates on the latest philanthropic opportunities

- Published compelling articles, photos and videos that fit within the larger communications strategy to the CWA blog using WordPress and HTML
- Initiated and led a team approach to a necessary web content overhaul
- Designed and structured training presentations for clients using Microsoft PowerPoint and webinar software
- Analyzed communication options and coordinated a 60% reduction in the cost of international communications through a transition to VoIP
- Developed staff training on database management, social networking, VoIP communications and content management systems (Wordpress, Adobe Contribute and Dreamweaver)
- Manage multiple IT and construction projects within the US office and in our Ethiopian compound
- Created documentation processes for future projects undertaken in Ethiopia in order to maintain continuity through staff changes
- Promptly communicated progress and changes to project stakeholders
- Supervised implementation of company policies in foreign context
- Conducted internal ethics investigations and revised policies to improve safeguards effectively reducing company risk
- Tracked requirement changes and deadlines in order to maintain compliance with foreign and domestic law
- Effectively managed client expectations through the emotional and continuously changing adoption process up to 50 clients concurrently

Multimedia Director/Worship Pastor, Northview Church

2005 – 2008 | Fletcher, NC

- Organized, updated and edited website content using web-based content management system
- Captured and edited photo and video content for use in weekly services as well as the website
- Identified and implemented a web-service to manage the involved service teams more efficiently
- Managed all details of a weekly church worship service creating documentation and processes to improve volunteer effectiveness
- Provided training and resources in order to better equip volunteer teams

Community-Based Services Mentor, Direct Care

2005 | Fletcher, NC

- Provided assistance in the personal, social, and academic development of mentee
- Strategized with a team to develop a plan and goals in order to achieve social, developmental, and educational progress
- Reported on the achieved progress toward goals set by the team in order to adjust strategies for further improvement