

David Brandon Ford

[LinkedIn](#) • [GitHub](#) • [Portfolio](#) • david.brandon.ford@gmail.com • 510.701.7527 • Emeryville, CA 94608

Creativity and data are not mutually exclusive. I am a full stack web developer with a strong sales, operations and marketing background. I've always been goal oriented and passionate about helping people. Early on this was exhibited as an EMT, next as I helped seniors with finances, and now as a web developer.

Projects

[CleanMyBnb](#): (1/2019)

- Matches Airbnb hosts with cleaners and helps automate the booking process. Hosts are able to find reasonably priced cleaners without the tedious scheduling work. Cleaners fill their schedules with a large pipeline of back to back appointments.

[YourTubeAnalyzed](#): (12/2018)

- Uses IBM Watson Sentiment Analysis to analyze your "liked" YouTube video history and display the results graphically via your profile.

Experience

Web Development Immersive, General Assembly, San Francisco, CA 10/18-2/19

- Full time immersive student in Web Development program that included 480+ hours of in-person professional training.
- Full Stack focus included programming and product development fundamentals, front-end and back-end development, and team collaboration.

Branch Manager, Nationwide Equities Corp., Emeryville, CA 7/2017-9/2018

- Established branch to help people 62+ attain financial freedom.

General Manager, Trinity Mutual, Rancho Cordova, CA 2014-2/2017

- Promoted to manage the sales call center operations for the largest reverse mortgage broker in the United States.
- Instituted technological and training changes resulting in the call center climbing from a top 100 producing broker to the #1 broker in the US.
- Identified operational inefficiencies through custom reporting analytics and implemented changes resulting in a 200% increase in ROI.
- Planned and managed the development and deployment of a software and phone system to replace Salesforce CRM and Inside Sales phone system. Culminated in increased sales along with reduced labor and software costs.
- Instituted technology to automate processes to save time and money, reduce errors, increase ROI and improve the customer experience.

Marketing Manager, Trinity Mutual, Rancho Cordova, CA 2013-2014

- Promoted to manage the marketing budget, lead conversion systems and acquisition cost per sale during our expansion into a larger call center.
- Spearheaded the customization of Salesforce CRM and related sales systems to improve reporting analytics, data mining and lead conversion resulting in a 33% reduction in the acquisition cost per sale.
- Implemented landing page optimization techniques to increase conversion rates and leads generated from SEM, SEO, direct response and affiliate traffic.

Sales Manager, Trinity Mutual, Oakland, CA 2008-2013

- Managed sales and motivated the team by setting goals, monitoring performance via detailed reporting, coaching and hands on administration of the sales systems.
- Achieved goal of becoming #1 reverse mortgage broker in California.
- Researched and implemented changes to our Salesforce CRM resulting in increased ROI.

Skills / Tools

Languages / Frameworks

JavaScript
jQuery
Sass / CSS / HTML
Node.js
Semantic UI
Bootstrap
Materialize
React
Python
Django

Databases

MongoDB
MySQL
PostgreSQL

Operations / Admin / CRM

Salesforce CRM & Apps
Sugar CRM
Five9
Mitel PBX
Inside Sales
Google Analytics & AdWords

UI / UX / Search

Landing Page Optimization
Conversion Optimization
Search Engine Optimization
Responsive Web Design

Methodologies

Object Oriented Programming
MVC Pattern
Authentication
User Stories
ERDs
Wireframing

Education

General Assembly

Degree Program:
Web Development Immersive
Location: San Francisco, CA
Completed: 10/2018-2/2019

UC Berkeley

Degree Program: B.A.

