



FORD HENLEY

850.225.7753

fordp86@gmail.com

fordhenley.com

PROFESSIONAL OBJECTIVE

Looking to be a part of a team with a growing tech company. Areas of expertise include: launch, design, project management and web development.

PROFESSIONAL EXPERIENCE

- Team Lead for business development: market research, marketing partnerships, and department training for promotional strategies.
- Worked with owners and managers to improve business efficiency through using updated automations and technologies.
- Created a “support ticket system” to manage multistore issues and standardized monthly store performance audits.
- 10% increase with strategic marketing partnerships including online advertising & social media.
- Provided businesses with custom designed web solutions to streamline workflows., create consistent branding, and increase revenue.
- Designed and launched websites. Providing key updates and optimizations for search engines.

TECHNICAL KNOWLEDGE

HTML/CSS, Javascript, React, PHP, Node, Express, MySQL, AWS, Git, CPanel, Bootstrap, C#, .NET, Drupal, WordPress, TailWind CSS, Adobe XD, Figma, Photoshop, Visual Studio Code, Jest, Mocha

WORK HISTORY

- Sport Clips (Franchise), Okaloosa County, FL | 2015 – Present
- Ford's Web Help, Fort Walton Beach, FL | 2017 – 2022
- The Shops at Wright Plaza, Fort Walton Beach, FL | 2015-2018
- Student Life/Lifeway Christian Resources, Birmingham, AL | 2012 – 2014
- ProctorU, Inc, Birmingham, AL | 2011 – 2012

EDUCATION

- Fullstack Software Development – Bethel School of Technology (Redding, CA)
- .NET Web Development – Coder Foundry (Kernersville, NC)
- Internet Marketing Master's Certificate – Full Sail University (Orlando, FL)
- Bachelor of Science Business Management/Marketing – University of Alabama (Tuscaloosa, AL)

REFERENCES

Available upon request