





# FORD HENLEY

FULLSTACK DEVELOPER & DIGITAL MARKETER

 850.225.7753  
 ford86@gmail.com  
 Austin, TX  
 fordhenley.com

## EDUCATION

MARKETING  
Alabama  
2005 - 2009

INTERNET MARKETING  
Full Sail University  
2014

FRONT END WEB  
DEVELOPMENT  
Udacity  
2018

FULLSTACK  
DEVELOPMENT  
BETHEL TECH  
SEPT. 2022

## SKILLS

Google Analytics

Click Funnels

Web Development

SEO

Email Marketing

WordPress

Customer Service

Leadership

Efficiency

HTML/CSS3/Javascript

Typescript/React/PHP

## PROFILE

Web Manager with 10 years of experience in web development, digital marketing, and analytics. Delivered website speed performance improvements for a Google Page Speed Score for over 50 WordPress & Drupal sites. Produced custom data reports for 3 Sport Clips Franchises along with campaign performance reports for 25 clients. Ranked over 10 clients and employers #1 on Google for their desired keywords.

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF BUSINESS DEVELOPMENT

Sport Clips (Franchise), Okaloosa County, FL | 2015 – Present

- Lead business development activities, research current and future target markets.
- Work with Team Leader to manage marketing projects and improve business efficiency through using automations and technology.
- Headed creation of support ticket systems to manage multistore issues and standardize monthly store success checks for quality assurance.
- Increased Destin location sales by 10% with strategic marketing partnerships to drive more traffic to the tourist-heavy economy via online advertising & social media.

### PRESIDENT

Ford's Web Help, Fort Walton Beach, FL | 2017 - 2022

- Provide clients with custom designed solutions to drive revenue, create consistent branding, and streamline workflows.
- 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.
- Manage all small business operations, including marketing, contract negotiations, and finances.





### MARKETING DIRECTOR

The Shops at Wright Plaza, Fort Walton Beach, FL | 2015-2018

- Worked collaboratively with the rental unit manager to incorporate modern technology and develop a competitive web presence in all tenant stores.
- Developed New Brand Identity: created a new logo and website for the Shops at Wright Plaza.
- Coordinated digital displays with new tenant promotional information for monthly advertising on billboards and store reader-boards.

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## ACCOLADES

PRESIDENT'S CLUB  
Sport Clips  
2013-2019

CHAIRMAN'S CLUB  
Sport Clips  
2018

FINEST WEB DEVELOPER  
Finest on the Emerald Coast  
2016

WEBSITE COMMITTEE  
All Sports  
Association  
Okaloosa County, FL  
2015-2021

WEBSITE CHAIR  
SIGMA PI  
FRATERNITY  
University of Alabama

## INTERESTS

CrossFit

Rugby

Hiking

Designing Websites

Digital Marketing

Writing

Strategy & Trivia

## PROFESSIONAL EXPERIENCE CONT.

### FRONT END WEB DEVELOPER

Student Life/Lifeway Christian Resources, Birmingham, AL | 2012 – 2014

- Collaborated with creative teams and project managers to align priorities, organize duties, and implement new marketing campaigns with front end development.
- Converted all company websites to Twitter Bootstrap-based mobile-friendly sites to boost sales and traffic.
- Reduced monthly email marketing costs by 50% and increased efficiencies by migrating services from Constant Contact to Mailchimp
- 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, Inc, Birmingham, AL | 2011 – 2012

- Promoted to Lead Tech Support Proctor within first two months.
- Promoted to Internet Media Associate after five months.
- Worked with CTO and CEO to develop ProctorU, Inc.'s initial internet marketing strategy as the first member of the web development team.
- Ranked #1 on Google for 'Online Proctoring'.
- Optimized their website to overtake existing competitors for the number one spot on Google for the highly competitive keywords: Online Proctoring and Virtual Proctoring.
- Made ProctorU, Inc. 508 ADA accessibility compliant.
- Partnered with the University of Illinois Accessibility program to make all of ProctorU, Inc.'s client facing web applications accessible to the visually impaired
- Developed a custom lead generation funnel to help separate new customers between the sales team and the support team.

### PUBLIC RELATIONS INTERN

Silver Sands Factory Stores, Destin, FL | 2010

- Monitored and updated shopping center monthly media impressions in an Excel database
- Headed the design and developing for the company's entry for the FPRSA award
- Worked with 50 plus tenants to create monthly content for the shopping center's monthly shopper newsletter

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## PROFESSIONAL DEVELOPMENT

GOOGLE ADWORDS  
Google  
2015

GOOGLE ANALYTICS  
Google  
2016

SCRUM MASTER  
Scrum Alliance  
2018

Public Speaking  
Dale Carnegie  
Foundation  
2003

## PROFESSIONAL EXPERIENCE CONT.

### MARKETING INTERN

Boys & Girls Clubs of America, Atlanta, GA | 2009

- Managed the inventory database for the National HQ merchandise shop.
- Generated Press Releases and RFP's for marketing initiatives
- Managed the Ning Social Networking site for their new Day for Kids campaign
- Promoted a national training webinar cross channel marketing platforms such as email, newsletters, and direct response.

## REFERENCES

TIM BAILEY  
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