Austin, TX
fordp86@gmail.com

Ford Henley

linkedin.com/in/fordhenley
github.com/fordp86

I am a full-stack software engineer interested in building magical mobile experiences, scaling systems up, and shipping reliable applications.

Technologies and Languages

- Languages: HTML, CSS, JavaScript, React.js, PHP, Node.js, Express.js, C#, .NET
- Technologies: MySQL, Postgres, MongoDB, AWS, Git, CPanel, Bootstrap, Docker, Jira, Sourcetree, Bitbucket
- Software: MS Suite, Photoshop, Affinity Photo, Figma, Adobe XD, VS Code, Visual Studio
- Other: Data structures and algorithms, TDD (Jest and Mocha), Scrum, Learning DevOps, REST

Education and Certifications

- **B.Sc. Business Management, Marketing,** University of Alabama, Tuscaloosa, AL.   **2005–2009**
- **Fullstack Web Development,** Bethel School of Technology, Redding, CA.   **2022**
- **Fullstack .NET Development,** Codery Foundry, Greensboro, NC.   **2022**
- **AWS Academy Graduate - AWS Academy Cloud Foundations,** AWS.   **2022**

Technical Experience

President/Web Developer   **Ford's Web Help**   **July 2010–Present**
Owner Operator   FT. Walton Beach, FL

- Partner with 20 small business clients to boost their online presence with web development & digital marketing.
- 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.
- Direct outside vendors on project deliverables.
- Manage all small business operations, including marketing, contract negotiations, and finances.

Front End Web Developer   **Student Life/Lifeway**   **2012–2014**
Web Development Team   Birmingham, AL

- Collaborated with creative teams and project managers to 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**   **2011–2012**
First Member of Web Team   Birmingham, AL

- Promoted to Lead Tech Support Proctor within first 2 months and Internet Media Associate after 5 months.
- Worked with CTO & CEO to develop initial internet marketing strategy as the 1st member of the web team.
- Optimized proctoru.com to overtake existing competitors for the number one on Google for the highly competitive keywords: Online Proctoring & Virtual Proctoring.
- Partnered with the University of Illinois Accessibility program to make all client facing web applications 508 ADA compliant.
- Developed a custom lead generation funnel to navigate customers between the sales team and the support team.

Non Technical Experience

Digital Strategist **Sport Clips (Franchise)** **Sep 2015–Present**
Team Leader Support Ft. Walton Beach, FL

- Lead business development activities, and research current/future target markets across 3 stores.
- Guide Team Leader in managing marketing projects and improving business efficiency through updated automations and technology.
- Manage processes for each store manager with over 30 employees.
- Develop strategies to boost store performance to generate $1 million in revenue across our 3 locations.

Marketing Director **Shops at Wright Plaza** **2015–2018**
Property Manager Support Ft. Walton Beach, FL

- Developed New Brand Identity: created a new logo and website for the Shops at Wright Plaza.
- Designed digital displays with new tenant promotional information for monthly advertising on billboards and store reader-boards.

Public Relations Intern **Silver Sands Outlets** **2010**
PR Team Destin, FL

- Worked with 50 plus tenants to create monthly content for the shopping center's monthly shopper newsletter.

Marketing Intern **Boys & Girls Club of America** **2009**
Marketing Team Atlanta, GA

- Created Press Releases and RFP's for marketing initiatives.

Other

- **Volunteer work** - Website Committee - Emerald Coast All Sports Association, Website Committee - Relay for Life.
- **Awards** - Finest Web Developer on the Emerald Coast (Emerald Coast Finest 2016).

Interests

- I am passionate about my family, faith and community.
- I enjoy learning new technologies as well as reading science fiction and fantasy books.
- I also enjoy participating in Crossfit and Touch Rugby in my free time.