

Patrick "Ford" Henley

Front-End Web Developer at Student Life

fordp86@gmail.com

Summary

Experienced Internet Marketer and Front-End Developer willing to work hard for your company to get you the best web presence possible!

Experience

Front End Web Developer at Student Life

October 2012 - Present (1 year 8 months)

I maintain their websites across Student Life, Servant Life and MORF Magazine and implement new websites such as the Student Life store. I am also in charge of creating and sending our marketing emails through Mailchimp and Constant Contact. I also worked on Store.Studentlife.com and Servantlife.com/store I focus on HTML, CSS, JS and some PHP

Marketing Coordinator at Wright Plaza

August 2006 - Present (7 years 10 months)

Build and create the marketing materials for Wright Plaza.
Manage the website www.wrightplaza.com and other sites under Prince Enterprises, Inc.
Please also see Sunsetpdi.com, and Integrioussolutions.com/

Owner/Developer at Web Restorations

July 2010 - December 2013 (3 years 6 months)

Designed and developed websites for Wright Plaza, Integrious Solutions and Dockside Doctor, Inc.
It now serves as a freelance side work currently. To see more of my work visit webrestorations.co.

Internet Media Associate at ProctorU

January 2011 - October 2012 (1 year 10 months)

Managed the web presence for ProctorU, Inc.
Monitored mentions about the company online and respond accordingly.
Ranked ProctorU #1 for Online Proctoring.
Created a Social Media community for ProctorU, Inc.
Maintained the website at www.proctoru.com.
Worked to make the site Section 508 Compliant.

Marketing Intern at Boys and Girls Clubs of Central Alabama

July 2010 - December 2010 (6 months)

Created marketing materials for events and conducted marketing research.
Created press releases that were used in the Birmingham News and ABC 30/40.

Sales Athlete at Nike Factory Store

March 2010 - July 2010 (5 months)

- Provided excellent and friendly customer service.
- Helped customers find the right shoes for them.
- Tracked inventory and replenished and empty displays.

Public Relations Intern at Silver Sands Factory Outlet

January 2010 - March 2010 (3 months)

- Monitored media impressions in Excel.
- Created pages for the company's PRSA award.
- Created internal monthly newsletters for the tenants.

Marketing Intern at Boys & Girls Clubs of America

May 2009 - August 2009 (4 months)

- Managed the inventory spreadsheet for their internal merchandise shop.
- Created Press Releases and RFP's for marketing initiatives
- Managed the Ning site for their Day for Kids initiatives and promoted a training webinar internally and externally.

Certifications

HTML

New Horizons Computer Training

Dreamweaver CS4

New Horizons Computer Training

Sass

Team Treehouse January 2014

Jquery

Code School January 2014

Skills & Expertise

SEO

CSS

HTML

Google Analytics

HTML 5

PHP

jQuery

Graphic Design

Adobe Fireworks

JavaScript
Google Adwords
Responsive Design
Twitter Bootstrap
Drupal
Wordpress
Internet Marketing
Email Marketing
Constant Contact
MailChimp
Photoshop
Adobe Premiere
Learning Mobile App Development
Sass
Windows
Mac
Ruby
Zurb Foundation Responsive Email
woocommerce
Drupal Commerce

Education

Full Sail University

Masters of Internet Marketing, Internet Marketing, 2014 - 2015

Grade: 4.0

New Horizon Computer Training

HTML and Dreamweaver, Web Development, 2010 - 2011

University of Alabama

Bachelors of Science, Marketing, 2005 - 2009

Grade: 3.3 (Major)

Activities and Societies: Sigma Pi Fraternity Website and Philanthropy Chair, University of Alabama Rugby

Honors and Awards

Dale Carnegie Public Speaking course, Big Brothers & Big Sisters, Alabama Rugby Club, Okaloosa Rugby Club, Recreation Leader for Salvation Ministries USA in London

Interests

Web Design, SEO, Church Ministry, Sports, Helping others

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[Contact Patrick "Ford" on LinkedIn](#)