

# TYLER FORD

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Portfolio: [tylerford.io](https://tylerford.io)

## SUMMARY

Full Stack Web Developer with extensive experience in video production, copywriting, and digital marketing. Worked collaboratively amongst 8 departments to increase enrollment in preschool and summer camp programs, boost membership enrollment and increase fitness class attendance, by collecting and evaluating customer feedback from online surveys and in-person forums, and promoting registrations through campaigns geared toward consumer engagement.

## TECHNICAL SKILLS

Languages: Javascript, Node Js, HTML, CSS

Frameworks: jQuery, Express, React, Ejs, Handlebars, Bootstrap, Materialize

Databases: MYSQL, Firebase, Mongo

Applications: Photoshop, InDesign, Premiere Pro, Audition

## RELEVANT EXPERIENCE

### Marketing Communications Manager (*webmaster*)

2015-2019

#### I. J. & Jeanné Wagner Jewish Community Center

Salt Lake City, UT

Led transition from print-heavy advertising and publications to measurable digital advertisements, and consistent mobile-friendly e-newsletters and donation forms. Developed meaningful content to build engagement including hundreds of original videos, gifs, and photographs.

#### *Key Accomplishments:*

- Oversaw branded redesign of the company website, and created branded Capital Campaign website and video that has helped raise over 5 million dollars.

## ADDITIONAL EXPERIENCE

### Public Relations Associate (*webmaster*)

2014-2015

#### Tanner Humanities Center

Salt Lake City, UT

## PROJECTS

### Donut-Handlebars | [github.com/tylermorrisford/donuts](https://github.com/tylermorrisford/donuts) | <https://intense-lowlands-26182.herokuapp.com/>

- Uses Materialize and Express-Handlebars Templating Engine, MYSQL and ORM (solo project)

### Travel Wizard | [github.com/tylermorrisford/Travel-Wizard](https://github.com/tylermorrisford/Travel-Wizard) | <https://tylermorrisford.github.io/Travel-Wizard/>

- Uses 4 APIs (ajax), jQuery, and Materialize to help travellers find new destinations
- Group Project, voted 'Most Disruptive'

### SQL Store | [github.com/tylermorrisford/SQLStore](https://github.com/tylermorrisford/SQLStore)

- Uses Node and MYSQL to easily allow management of a database (solo project)

## **EDUCATION**

### **Full-Stack Developer Certificate (2019): University of Utah, Salt Lake City, UT**

A 6-month intensive program focused on gaining technical programming skills in Javascript, Node, Express, React, MYSQL & MongoDB, Computer Science, Algorithms, Data Visualization, SEO and design best-practices.

### **Web Design Tools Certification: University of Utah, Salt Lake City, UT**

A 12-week program focused on HTML/CSS, Adobe Design Suite and design best-practices.

### **B.A. Film Theory & Criticism: University of Utah, Salt Lake City, UT**

## **REFERENCES**

References available upon request