

e. james ford

Design : Development : Production : Writing : Management : Marketing

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SKILLS

Web Languages:

XHTML/HTML, CSS, Javascript, PHP, XML/RSS, SQL, Perl

Web APIs:

Flickr, SurveyGizmo

Web Design Packages:

Dreamweaver, Flash, Fireworks, Adobe Acrobat Pro

Graphic Design:

Photoshop, Illustrator, Quark

Video Editing:

Adobe Premiere, iMovie, Windows Movie Maker

Other Software:

MS Office (Word, Excel, Powerpoint, Outlook, Access), Adobe Acrobat Pro, Google Analytics, Wordpress, Movable Type

Platforms:

Windows (XP/Vista), OSX (Tiger, Leopard), Linux (Ubuntu, Redhat)

EMPLOYMENT

New York University – Steinhardt School of Cultured, Education, and Human Development

www.steinhardt.nyu.edu

Director of Online Initiatives / Website Administrator

2006 – Present

- Developed, managed, and maintained the School website which consisted of 11 academic departments, over 200 programs, 18 centers and institutes, and multiple blogs, videos, features, mini-sites, portals, and podcasts.
- Served as the Producer of the Steinhardt Student Video Team and the NYU Steinhardt Podcast
- Developed web-application *Apprentice* which is used to track students' field-placement activities in Teacher Certification Programs
- Managed E-mail Communication to database of over 100,000 prospective students. Developed reliable HTML templates and ensured deliverability across clients.
- Facilitated inter-office communication via online platforms
- Served on the NYU Steinhardt Technology Committee
- Performed SEO/SEM tactics to improve placement in major search engines
- Developed and implemented social media strategies (Facebook, Twitter, YouTube, Blogging)

Fractured Atlas

www.fracturedatlas.org

Director of Member Services / Marketing Coordinator

2003 – 2006

- Managed all aspects of Fractured Atlas's interactions with both active and prospective members.
- Advocated for affordable healthcare for artists. Developed coalitions of healthcare providers, insurance companies, and arts organizations.
- Spoke on multiple panels for Dance Theater Workshop, Dramatists Guild, and Theatre Communications Group about issues facing independent artists.
- Provided customer service to a national membership of over 3,000 artists.
- Providing direction and management for interactive user web site.
- Development and creation of all marketing materials including annual reports, company blogs, postcards, print advertisements, event listings, and social media.
- Developing text for both the web site and for other company publications.
- Editor and designer of quarterly company newsletter.

American Liver Foundation

www.liverfoundation.org

Web Programmer and Designer

2001 – 2005

- Complete redesign and reprogramming of the entire web site.
- Developed new information infrastructure.
- Implemented a database-driven content management system so staff members could make regular updates.
- Developed e-mail announcement system.
- Implemented donation pages and online order forms.
- Significantly improved search engine placement.

Vault Reports

www.vault.com

Webmaster

1997 – 1998

- Created interactive and e-commerce web site.
- Completely redesigned the structure and layout of the site.
- Responsible for all online promotion including search engine placement and banner advertisement design.
- Created secure online ordering system and maintained web site mailing list.
- Developed graphics and layout.

Interknowledge Travel Corporation

www.interknowledge.com

Website Programmer/Designer

1996 – 1997

- Created web sites as part of a team for several international travel bureaus.
- Researched countries and created online strategies for their web sites.
- Created graphics, text, and layout.

id theater

www.idtheater.org

- Redesigned and re-coded website
- Implemented multiple social media applications
- SEO/SEM improved placement

Executive Leadership Institute

www.league.org/eli

- Developed online surveys for NYC Public School Teachers
- Tracked response rate and developed reports

Tall Women Productions

- Developed multiple online video properties
- Co-wrote and directed online video advertisements for national clients

DangerDame.Com

www.dangerdame.com

- Designed fashion website
- Implemented PayPal Shopping Cart

Six Characters

www.sixcharacters.com

- Produced Video Content
- Designed, Developed, and Maintained Website
- E-mail Marketing/Promotion
- Online Ticket Sales

Social Sciences Research Council

www.ssrc.org

- Developed an online database of all pre-war Marxist publications for an international archival initiative

Princeton University

www.princeton.edu

- Converted photoshop concepts to interactive Flash websites with sound, animation, and video

Rutgers University, School of Law

law.newark.rutgers.edu

- Programmed School of Law website based on photoshop concepts
- Developed all HTML/CSS/Javascript

Bachelor of Fine Arts, Theater and Computer Applications

New York University, Tisch School of the Arts

May, 1997