

David H. Ford

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Summary

Award winning web developer and digital design professional with 18 years experience at ad/brand marketing agencies, software shops and technology focused startups. Currently Director of Digital Content & Creative at The Channel Company (formally UBM Tech | Channel) for the Partner Marketing group (powered by SharedVue), the leader in software marketing solutions for the channel. I have been a part of SharedVue's core team from lean startup in 2007, to acquisition in 2010 by UBM, to its current iteration as part of The Channel Company.

Experience

Director of Digital Content & Creative, TCC | SharedVue, Raleigh, NC [2010 – Present]

(The Channel Company (TCC) was previously UBM Tech | Channel who acquired SharedVue)

- Oversee monthly web content updates for 50 enterprise sized clients on our web syndication, email marketing and social platforms as well as InfoCenter Microsites
- Manage 13 employees on 4 teams in my department including Web Design/Production, Content Services, UI / UX design and Partner Outreach
- Direct my teams on strategy, process improvement, scalability/efficiency and deliver a steady stream of multiple ongoing projects on time and under budget
- Develop and manage cross departmental processes, workflows and quality assurance
- Maximize productivity by setting clear expectations and proactively communicating project status, issues and risks to internal/external stakeholders
- Sharedvue platform environment: ASP.NET, C#, MVC architecture
- Front-end environment: HTML, CSS, Javascript, JQuery

Clients include: IBM, VMware, Intel, Oracle, Citrix, HP, SAP, Polycom, Xerox, ATT, Salesforce, CenturyLink, Emerson, Intuit, Comcast, eVault, Juniper, Lenovo, EMC, Xirus

Director of Web Services, Strategic Insights, Raleigh, NC [2007 – 2009]

(Strategic Insights developed SharedVue Platform and spun it off into software startup)

- Managed internal/external team of web designers/developers
- Develop project plans, specifications, application prototypes/wireframes
- Managed start-to-finish conception, design, production and maintenance of web properties on a variety of technologies and platforms from simple/static to dynamic server-side
- Gradually transitioned into playing key roles on what would become the core team of a successful startup from inception to acquisition and beyond

Clients include: EATON, Cisco, Builder's Mutual, Nomacor, Colony Tire, CSP

Web Manager, Foundry Zero LLC, Raleigh, NC [2003 – 2006]

- Web design & development
- Manage development of interactive/web projects
- Network, server and systems admin

Clients included: Progress Energy, ESP, Asparity, Capstrat, IBM, Intel

Web Designer/Developer, Creative Images GmbH, Munich, Germany [2001 – 2002]

- Web design and development
- Flash design and production, Action Scripting
- Network, server and systems admin support

Clients included: BMW, Compaq/HP, Interwoven, Lear, McDonald's

Web Producer, Mediaphil GmbH, Munich, Germany [2000 – 2001]

- Web design and development
- Designed, developed and deployed Flash websites and design elements
- 3D production and animation

Clients included: AMD, Clickmall, Chip Magazine, Vogel Verlag

Web/Graphic Designer, Media Expert Group GmbH, Munich, Germany

[1998 – 2000]

- Web design and development
- Flash production and Action Scripting
- Design for print
- Design for branding identities/logos
- Technical Illustration

Clients included: SportA, Proevents, Deutsche Telekom AG, Orange GmbH

Multimedia Producer, Sinewave Multimedia Studio, Bloomington, IL

[1996 – 1998]

- Web site design and production
- Design for print
- Audio and video editing

Clients included: Krupp Gerlach, Laurasian Institute

Education

Media Workhouse Akademie, Munich, Germany, Diplom Graphic/Web Design
Illinois State University, Bloomington-Normal, MA Linguistics
University of Illinois, Urbana-Champaign, BA International Marketing | French

[1999]

[1996]

[1991]

Certifications

ECPI Technical College, Raleigh, NC, COMPTIA A+ Certified

[2003]

Skills

- **Technical:** HTML, CSS, JavaScript, jQuery, PHP MySQL, Classic ASP, SQL
- **Web Analytics:** Google Analytics
- **CRM:** Salesforce, Zoho
- **Marketing Automation:** Eloqua, Hubspot
- **Content Management:** Drupal, Wordpress, Concrete, Joomla
- **General:** Adobe Suite, MS Office
- **Languages:** Fluent: English, German, French