

e. james ford

design : development : project management : marketing : production : writing

phone: 917 720 6003

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web: ejimford.com

SKILLS

Web Languages: XHTML/HTML, HTML5, XML/RSS, CSS; Javascript, jQuery, Prototype, Scriptaculous; PHP/MYSQL (symfony); Perl

F/OSS: Wordpress, Pligg, MediaWiki, ZenCart

Web APIs: Flickr, Facebook (FBML), Google Maps, Google Font/TypeKit, YouTube, Vimeo, SurveyGizmo

Web Design Packages: Dreamweaver, Flash, Fireworks, Acrobat Pro

Graphic Design Software: Photoshop, Illustrator, InDesign

Video Editing: Final Cut, Adobe Premiere, iMovie, Windows Movie Maker

Other Software: MS Office (Word, Excel, Powerpoint, Outlook, Access), Visio, MS Project, Basecamp, FTP, Google Analytics, Handbrake, Media Encoder, Toast, Audacity, Soundbooth, Screenflow, Camtasia, Skype

OS: Windows (NT/XP/Vista/7), OSX (All Versions), Linux/Unix (Redhat/Apache, Ubuntu, Fedora)

EMPLOYMENT

New York University: Steinhardt School of Culture, Education, and Human Development

steinhardt.nyu.edu

Director of Web Communication / Website Administrator

2006 – Present

- Managed and maintained all of the online properties for NYU Steinhardt including 11 academic departments, over 200 programs, 17 centers and institutes, multiple administrative offices, blogs, videos, features, social media services, mini-sites, portals, and podcasts
- Developed and deployed the Steinhardt Content Management System (sCMS), which serves as the school-wide repository for all online content including html pages, templates, file uploads, reusable content, and feeds.
- Directly supervised and managed the Steinhardt Web Team, which consists one full-time designer, one full-time programmer, and several temporary student-employees/consultants.
- Served as the project-lead for the Steinhardt Student Bloggers and the Steinhardt Student Video Team. Recruited, trained, and oversaw 17 students who served as the “authentic student voice” for NYU Steinhardt. Students posted weekly updates, original videos, photographs, links, and insights into life as a student.
- Developed and deployed several custom web-solutions for various offices including:
 - A system to track student-teaching placements of students in teacher certification programs. The system is used to accept requests, communicate placements, collect evaluations, and distribute remuneration letters.
 - A job/internship system which allows employers to automatically post program-specific opportunities to NYU Steinhardt website. Jobs are reviewed by an administrator and published/distributed to students as appropriate.
 - An advisor/faculty scheduling system which allows students to see when advisors are available and schedule appointments. All appointments are sync'd to faculty calendars and reminders are automatically sent to students/faculty.
- Managed all E-mail Communication for prospective students, current students, faculty, staff, and external/VIP audiences. Developed rich HTML-formatted templates and ensured deliverability across clients (Gmail, Yahoo, Outlook, Thunderbird, NYUHome).

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- Developed and implemented social media strategies for Facebook, Twitter, and Youtube including:
 - Automated posting to Facebook and Twitter
 - Responding to Student/Prospect posts
 - Community building in the form of a school-focused Photo Contest
 - Monitoring the social web for brand awareness and mentions of faculty- or student-related posts.
- Lead strategist on all Search Engine Marketing and Search Engine Optimization. Developed optimized ad-specific landing pages. Improved placement in all major search engines.
- Oversaw the development of a mobile-optimized version of the website which implements a touch-friendly interface and geo-specific navigation.
- Oversaw exploration, cost-evaluation, vendor proposals, and the deployment of Online Course Evaluations.

Fractured Atlas

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

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

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.

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SELECTED FREELANCE

Things to Look At - thingstolookat.com

- Converted flat HTML website to Wordpress blog
- Used Amazon EC3 as a Content Delivery Network for high-traffic video
- Implemented jQuery centerpiece

Jacci Fredenburg, Stylist - jaccifredenburg.com

- Designed logo and website based on source material
- Converted design to xHTML/CSS
- Used Flickr API and jQuery to implement user-managed image-galleries

Kai Altair - kaialtair.com

- Designed website based on concept documents
- Converted design to xHTML/CSS
- Integrated websites with other artist properties (iTunes, ReverbNation, Twitter, Facebook)

Living Room Yoga - livingroomyoga.com

- Designed website based on source material
- Converted design to xHTML/CSS
- Implemented video/amazon store

Executive Leadership Institute - www.league.org/eli

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

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 concept documents to interactive Flash website with sound, animation, and video.

Rutgers University, School of Law - law.newark.rutgers.edu

- Convereted photoshop concepts to xHTML/CSS/Javascript

EDUCATION

Bachelor of Fine Arts, Theater and Computer Applications

New York University, Tisch School of the Arts

May 1997