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Bill Murphy

Summary

I have over 18 years of extensive web site development experience, having worked as a web designer, developer, and a client manager.

Recently, I have enjoyed working at an international non-profit organization as their webmaster, improving their website's infrastructure and maintaining their online prescence.

Over the years I have become very experienced deploying web sites across multiple commercial and open source CMS/CRM platforms.

Since 2001, I have operated my own freelance company — as my primary source of income for 4 years and as a side business since 2005 to help feed my entrepreneurial spirit.

I strive to use all of my skills and talents to effectively combine the technical and artist aspects of web design. I have the uncommon ability to work through details for extended periods of focused time, but I can also deliver work efficiently and on time. At the office, I champion the goal of "near perfection the first time."

Soft Skills

- Present information so people can efficiently access & use it
- Communicate a site's purpose through visual design
- Program in PHP to build dynamic, database driven web sites
- Develop themes/templates for all aspects of a CMS website based on a .psd mock up.
- Engage viewers through video editing
- Online constituent retention, reengagement strategies and best practices
- Social media strategies and best practices

Professional Experience

5/2011 – Present: *Insight for Living Ministries*   Frisco, TX
Webmaster

I maintained and improved www.insight.org and other U.S. related websites.

- **Optimized the following areas of their Convio website**: Donation Forms, Auto-Responders, site-wide media player, email stationaries, and store search.
- **Increase efficiency of the Convio CMS** by standardizing the pagewrapper headers and footers and consolidating CMS content types.
- **Shared my Convio knowledge with co-workers** to help them use those tools more effectively, making the team more productive.

- **Troubleshot and solved a long standing jQuery issue with widget donation forms.** My solution saved the IT and Listener Ministries departments a lot of time and improved donors' experience.

- **Created a new Resources section** for insight.org, utilizing related content to enhance their topical pages and allowing constituents to find needed content easier.

- **Developed custom RSS feeds and Convio form/pages for mobile app.**

- **Wrote a cross domain javascript solution to direct international visitors to their regional offices' websites when donating or shopping.** This utilized an ip address to country mysql database built in php hosted outside of Convio.

- **Built a jQuery solution for rebuilding customized store pages for new Radio series.** This completely rebuilds the DOM of the Convio driven category page on page load, helping the shopper see and purchase products from that series in a simplier user interface.

- **Created custom Typepad template for the Pastor's Blog**

- **Monthly bulk email and fundraising campaign development**

12/2004 – 5/2011: *is7/Stratmark Digital*   Richardson, TX
Web Front-end Developer

I have developed web sites and front-end solutions for non-profit organizations. Some of my achievements are:

- **Redesigned and built new site deployments** for: American Bible Society, CURE International, Feed The Children, Hope International, International Fellowship of Christians and Jews, Metro Ministries, Mothers Against Drunk Driving, Sid Roth Messianic Vision, T.D. Jakes Enterprises

- **Monthly bulk email, microsites, landing pages, and fundraising campaign development**

- **Developed in-house tools using PHP:** browser based file share for clients, newsletter creation CMS that reduced production time of monthly newsletters by 500% (down to 2 hours from 10-15), and clickable jQuery / AJAX sitemap tool

- Expert at flexing CMS platforms to accomplish unique client goals

- **Authorized Convio Solutions Partner** (consultant and technical specialist 2009)

- Helped build the is7 company from the foundational first days.

- Our clients raised millions of dollars more to make the world better, safer, and kinder. Our top client had a 1,860% ROI in 2010.

2001 – Present: *Bill Murphy Web Design*   McKinney, TX
Web Designer/Web Programmer

Achievements:

- Redesigned corporate and non-profit informational sites:

  - www.AustinMcGregor.com: corporate recruiter site
  - Bloom Technologies: corporate IT outsourcing site
  - www.CindySerine.com: wedding photographer
  - CAM International: database driven missions recruitment site
  - www.MackenzieEason.com: healthcare recruiter site
  - www.nhbc.net: North Highlands Bible Church
  - Volunteer Workforce: informational website with video streaming

- Hyperemesis Education Research Foundation: 500+ page informational site (www.helpher.org) with custom built 16,000+ variable question research survey including "save and continue later" features

- IntelliCAD MS: custom built online store for selling software

- Senior Moments Game: ecommerce store setup

3/2000 – 6/2001: *InfoTrain Solutions, Inc*   Dallas, TX
Webmaster / Web Designer

Lead web designer in the programming department and webmaster for the infotrain.com web site and others. I developed:

- secure e-commerce sites including: software sales, online registrations, and discussion forums

- database driven content management systems (CMS)

- streaming media for online training

- printed marketing brochures

2/1999 – 3/2000: *Imaginuity, Inc.*   Dallas, TX
Web Designer/Client Manager

Client manager and web designer/developer for the following:

- www.dts.edu: Dallas Theological Seminary

- www.pantego.org: Pantego Bible Church

- www.henryblackaby.com: Henry Blackaby Ministries

8/1998 – 7/1999: *Dallas Theological Seminary*   Dallas, TX
Web Intern/Webmaster

I was initially hired as a web intern to help their web master develop the seminary's web site. After their web master's resignation in February of 1999, I maintained the servers and continued to develop the web site. When DTS decided to outsource their web site, I was "inherited" by Imaginuity (see above) to redesign a 1,500+ page web site for DTS. This new website led other graduate schools to create similarly structured, designed, and functioning web sites. It was very fulfilling to be on the cutting edge during the infancy of the Internet.

Education

Dallas Theological Seminary   Dallas, TX
Masters of Arts in Christian Education – Youth Ministry

While pursuing a master's degree in Christian education, I found that the creative and logic process involved in communicating through web design paralleled and enhanced the skills I acquired in my graduate studies.

This outlet is where I experience some of my greatest joy in life.

University of Missouri – Columbia   Columbia, MO
Bachelors of Educational Studies

Undergraduate degree was in the School of Education's department of educational & counseling psychology.

This is where I learned how to effectively train others as well as understand the human learning process. I still use these concepts today when using a website to present information to a user or trying to motivate/compel them to purchase or donate online.

Technical Skills

Level:
- Expert
- Advanced
- Intermediate
- Basic

Skill: **Web Design & Layout**
Level: Advanced
Experience: 18 years

Skill: **Web Development**
Level: Advanced
Experience: 15 years

Skill: **Web Programming**
Level: Intermediate
Experience: 15 years

Skill: **Client Management**
Level: Advanced
Experience: 15 years

Skill: **Classroom Training/Group Presentation**
Level: Expert
Experience: 22 years

Skill: **Dreamweaver**
Level: Expert
Experience: 18 years

Skill: **Photoshop**
Level: Advanced
Experience: 18 years

Skill: **Flash**
Level: Basic
Experience: 4 years

Skill: **Final Cut Pro**
Level: Intermediate
Experience: 7 years

Skill: **iMovie/iDVD**
Level: Expert
Experience: 10 years

Skill: **MS Office**
Level: Intermediate
Experience: 18 years

Skill: **HTML**
Level: Expert
Experience: 18 years

Skill: **CSS**
Level: Expert
Experience: 12 years

Skill: **JavaScript**
Level: Advanced
Experience: 16 years

Skill: **jQuery**
Level: Basic/Intermediate
Experience: 8 years

Skill: **PHP**
Level: Intermediate/Advanced
Experience: 9 years

Skill: **MySQL**
Level: Intermediate
Experience: 9 years

Skill: **RSS/XML**
Level: Intermediate
Experience: 11 years

Skill: **Convio CRM/CMS**
Level: Expert
Experience: 11 years

Skill: **Blackbaud (Kintera)**
Level: Intermediate
Experience: 3 years

Skill: **2Dialog CRM/CMS**
Level: Intermediate
Experience: 2 years

Skill: **MailChimp**
Level: Intermediate/Advanced
Experience: 3 years

Skill: **Drupal CMS**
Level: Intermediate
Experience: 3 years

Skill: **WordPress CMS**
Level: Intermediate
Experience: 7 years

Skill: **TypePad Blog CMS**
Level: Intermediate
Experience: 3 years