

## MARK HAYNES

MME, Macromedia Certified Dreamweaver Developer  
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### Front End Developer

Enthusiastic marketing and web professional with extensive experience in support, sales and marketing, specializing in web UI development and graphic design - Recognized as an outstanding problem-solver and ombudsman for software communities, outstanding performer in support roles – Wrote forwards to two major books on web design – Excellent presenter and digital storyteller – More recent experience in Designing and Developing database-driven, content managed, responsive websites at ACT and Stealth Monitoring. *Core competencies include:*

Web Design • Web Development • Graphic Design • HTML5 • CSS3 • JavaScript  
Technical Writing • Video Production • Database Administration • Marketing Automation •  
Responsive Email Template Design • SEO/SEM optimization  
Team Leader • Marketing Development Manager

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### SELECTED ACHIEVEMENTS

- Created responsive email templates for use in Pardot and Marketo at Stealth Monitoring
  - Produced and Managed all branded collateral for both print and web media at Stealth Monitoring
  - Prototyped responsive websites with parallax and HTML5 video heros at Stealth Monitoring
  - Developed fully-responsive database-driven websites at Ability Connection Texas
  - Produced over 30 marketing videos – wrote scripts, produced documentation in PDF, XML for mobile apps
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### PROFESSIONAL EXPERIENCE

#### Stealth Monitoring, Addison, TX

2017 – 2020

##### Marketing Development Manager

- Designed and managed all branded web and print collateral across 10 vertical markets, including all web graphics, product brochures, white papers, infographics, vehicle wraps, presentations and signage
- Communicated brand standards for all collateral assets in keeping with set rules and procedures
- Designed email templates and coded monthly newsletters for Pardot and Marketo demonstrating expertise in responsive web design skills, including accessibility tags for screen readers
- Created site prototypes utilizing the latest HTML5 for video display and parallax UIs

#### Ability Connection Texas (formerly UCP North Texas), Dallas, TX

2010 – 2016

##### Community / e-Philanthropy Manager (webmaster)

- Designed and developed all websites on LAMP stack (both ground-up responsive, content managed PHP/MySQL sites as well as WordPress sites) as well as print graphics to enhance fundraising efforts
- Demonstrated expertise in HTML5, CSS3, Javascript (jQuery and hand-coded) and use of web services, libraries, tools, and resources (Git, Zurb Foundation, Google web services)
- Effective UI/UX designs contributed to revenue increase of 128% over projected fundraising
- Increased following on Social Media to acquire more traffic on websites
- Procured The Raiser's Edge database and CRM to enable marketing automation for Development team

#### Quickoffice, Inc. Plano, TX

2009 – 2010

##### Marketing Team Writer and Video Producer (Contract)

- Wrote scripts and produced 33 marketing and training videos for Quickoffice.com website using Camtasia and Adobe Creative Suite products on both Mac and PCs resulting in improved customer experience and loyalty
- Coded XML for content delivery on Apple iTunes and other podcasts
- Wrote User Guides in PDF and XML formats for Quickoffice products on iOS, and Android devices

#### Intuit APD Tax Division, Plano, TX

2008 – 2009

##### Systems Support agent – Lacerte Tax & TurboTax (seasonal)

- Rated as “Outstanding Performer” in Q2 fiscal year 2009 review
- Resolved over 95% of support incidents on first call, demonstrating excellence in use of AIR call flow
- Wrote & published over 50 knowledgebase articles online – certified as KNOVA publisher

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**WebAssist.com Corporation, Allen, TX**

**2004 – 2008**

WebAssist.com, a San Diego, CA developer of market-leading extensions for the Adobe Creative Suite

**Senior Sales Representative**

- Moderated online forums and answered thousands of Web Development technical questions to enhance sales and support efforts, demonstrating strong expertise in PHP, ASP and ColdFusion
- Directly responsible for over 12.5% of gross revenue for fiscal year 2008
- Converted over 44% of all incoming pre-sales calls through 8 consecutive quarters

**Technical Support Engineer**

- Supported Web application developers using HTML, CSS, Javascript, PHP/MySQL, ASP VBScript, ASP Jscript and ColdFusion
- Wrote TechNotes to proactively address problems that designers and developers might encounter

*Additional experience prior to 1995 at Macromedia, Thomas Printworks and other industries available on request*

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**TECHNICAL SKILLS**

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**Web Design (client side) Scripting/Languages** – HTML5, CSS3, XML, XHTML, JavaScript, jQuery, DHTML, AJAX, ActionScript, WordPress

**Server Side Scripting** – PHP, ASP Jscript and VBScript, Coldfusion

**SEO and SEM** – Google Analytics, AdWords (researched-familiar), SEMrush, MOZ Pro, content optimization

**Software Tools** – Adobe Master Collection tools (Mac and Windows): Dreamweaver, Fireworks, Flash, Photoshop, Illustrator, InDesign (tested in top 10% for these products), Premier, Soundbooth, Acrobat; All MS Office tools; Blackbaud SaaS tools – The Raiser’s Edge, Luminare, Sphere, NetCommunity; Camtasia Studio (Mac & Windows)

**Server and Database Technologies and Scripting** – IIS, MSSQL Server, MySQL, UNIX, Apache Git, Subversion, Scrum, BaseCamp, The Raiser’s Edge

**Online Portfolio** – Project samples available at [enthusiasticallymh.com](http://enthusiasticallymh.com)

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**EDUCATION**

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Bachelor of Music Education, Mississippi State University, State College, Mississippi

Master of Music Education, University of North Texas, Denton, Texas: minor in Educational Administration

**Additional Education and Training**

Trained in Photoshop, Illustrator Quark Xpress, Dreamweaver and Flash at Digital Training & Designs

Completed courses in Computer Science and Drafting at Richland Community College

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**CERTIFICATIONS**

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Macromedia certified Dreamweaver MX Developer | Macromedia certified Flash MX Designer | Intuit KNOVA web publishing certification

**Call 1-469-219-9029 or email [mark@enthusiasticallymh.com](mailto:mark@enthusiasticallymh.com) to schedule an interview**

**Visit [www.EnthusiasticallyMH.com](http://www.EnthusiasticallyMH.com) to view online portfolio**