



## PERSONAL INFORMATION

### Email

[chris@creativityincluded.com](mailto:chris@creativityincluded.com)

### Linked In

[linkedin.com/in/chris-ford-6b956778](https://www.linkedin.com/in/chris-ford-6b956778)

### WordPress.tv

[wordpress.tv/speakers/chris-ford](https://wordpress.tv/speakers/chris-ford)

### SpeakerDeck

[speakerdeck.com/ci\\_chrisford](https://speakerdeck.com/ci_chrisford)

## SOFTWARE

Asana, Harvest, Forecast, Pipedrive, Trello, Jira, Github, Slack, Zoom, TL;DV, Google Suite, Help Scout, Figma, Adobe Suite

## SUPERPOWERS

Relationship building, fostering cross-team communication, attention to detail, designing project management processes, finding opportunities for future engagements, excellent written and verbal communication, extensive remote work experience

## REFERENCES

### Rich Staats

**FOUNDER, SECRET STACHE MEDIA**  
[rich@secretstache.com](mailto:rich@secretstache.com)

### Thomas Deneuveille

**ASSOCIATE DIR. OF DEVELOPMENT, REAKTIV**  
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# Chris Ford

SENIOR PROJECT MANAGER

## EXPERIENCE

### Secret Stache Media

**CONTRACT SENIOR PROJECT MANAGER & PROCESS CONSULTANT**  
OCT 2021 - AUG 2023

I was contracted by a white-label WordPress agency to create and implement a project management workflow. The goal of the engagement was to provide the framework and training that would allow them to hire a full-time junior project/account manager for client-facing interactions.

#### STREAMLINING PROCESSES AND IDENTIFYING TOOLS

I researched best tools to meet the unmet needs of agency partners and their clients. This included using AI tools to more accurately capture meeting notes and allow us to provide short video clips to help our Ukrainian development team better understand client requests.

#### IMPLEMENTING PROJECT WORKFLOWS

Creating and implementing Asana templates, integrations, and workflows increased project productivity and profitability. Optimizing weekly stand-ups by creating agendas using existing Asana tasks cut meeting times in half--that's an average savings of \$10,000 per year. It saved agency partners a nice chunk of change too!

#### HIRING, ON-BOARDING AND TRAINING

I developed a job description, training plan, and proposed milestones for hiring and on-boarding a junior account manager/client-facing project manager. Once they were hired I trained them in general project management philosophy as well as the tools and workflows I had implemented. I also wrote and recorded extensive documentation and training materials so any new hires could benefit from the training plan in the future.

### Cornell University

**CONTRACT PROJECT MANAGER**  
FEB 2021 - AUG 2021

I was contracted to manage a project combining all existing Cornell print publications into one on-line magazine. The team included 20+ stakeholders including the creative director, developer leads, writers, content strategists and an extensive panel of alumni advisors. The goal was to launch the new brand and content on time and on budget.

#### COMMUNICATION

Acting as the main point of contact for everyone on the team meant making sure everyone had the information they needed to keep the project on track. I was also responsible for managing a wide range of expectations and schedules. Connecting the right people at the right time

#### RISK MANAGEMENT

Looking ahead at how one team's delayed deliverables would affect another team's timeline helped identify potential roadblocks and proactively address them with stakeholders, identifying trade-offs and workarounds when the project veered off course or scope creep became an issue.

#### PROJECT OPERATIONS

I helped multiple teams deliver on internal deadlines to ensure the project timeline and budget stayed on track. I also worked with outside contractors for UX research and development, juggling everyone's schedules, timelines, budgets, and availability.



# Chris Ford

## SENIOR PROJECT MANAGER

### WORDPRESS CONTRIBUTIONS

**WordCamp San Diego Speaker**  
2012, 2015, 2016, 2017

**WordCamp San Diego Organizer**  
2018

**WordCamp Orange County Speaker**  
2013, 2014, 2015, 2016, 2017, 2018, 2019

**Plugin-A-Palooza Judge**  
2017, 2018, 2019

**WordCamp Chicago Speaker**  
2013

**WordCamp Baltimore Speaker**  
2015

**WordCamp Sacramento Speaker**  
2018, 2019

**WordCamp Grand Rapids Speaker**  
2019

**WordCamp US Speaker**  
2019

## EXPERIENCE » CONTINUED

### Reaktiv

LEAD PROJECT MANAGER  
MAY 2017 - NOV 2020

I was hired to help manage projects while the owner transitioned from having a partner to being the sole owner of a three person dev agency. Within three years I had implemented and scaled a project management process for a team of 12.

#### WORDPRESS VIP EXPERIENCE

I worked closely with WordPress VIP technical project managers and have a deep understanding of their design and development best practices and deploy processes.

#### IMPLEMENTING PROJECT WORKFLOWS

Evaluating and implementing new tools and processes meant our project management capabilities were always growing. Several clients were referred to us by WordPress VIP based on the excellent feedback they were getting about our excellent project management. Initiating daily operations syncs and weekly forecasting meetings allowed us to look ahead and make sure the workload was balanced.

#### HIRING, ON-BOARDING AND TRAINING

I actively participated in interviewing and evaluating all project management and developer candidates. I also looked at new hires critically. For instance one candidate we interviewed wasn't a great fit for the role he applied for, but I thought he'd be excellent for another open position. He's still working there today. I also trained our second project manager.

### Crowd Favorite

PROJECT MANAGER

JUL 2015 - MAY 2016

This was my first job as a project manager, so I had to learn tools and processes and learn them quickly. Working directly with the CEO, I oversaw project budgets, timelines and communication for enterprise clients in entertainment, manufacturing, non-profit, and finance.

#### COMMUNICATION

I facilitated communication with a distributed team of designers and developers ensuring that projects for our enterprise clients were delivered on time and on budget. I also oversaw project schedules (milestones, dependencies, etc.) on up to 11 concurrent projects in the \$35,000-\$350,000 range.

#### PROCESS IMPLEMENTATION

I introduced a design to dev hand-off tool that significantly reduced the time spent on design QA and back-and-forth cross-team communication. I also led initiative to research, recommend and optimize project management tools and processes

### Creativity Included

SOLE PROPRIETOR

JAN 2001- PRESENT

Fully remote business owner providing web, UX, UI and print design services for a wide range of clients. As the sole proprietor I also created project scope, timelines and budgets, managed client relationships, solicited business, and managed all billing.

#### WEB/UX/UI DESIGN

I've worked as a web designer since there was a web to design for, learning new technologies as fast as they developed. Along the way I was an early adopter of UX principles (Steve Krug's *Don't Make Me Think* was instrumental in my design evolution) This background means I have a deep understanding of how to manage design projects.

#### WORDPRESS THEME DESIGN

I developed several child themes for the Genesis framework, including two of the first themes targeted toward women entrepreneurs. I designed, developed and supported them in addition to creating educational e-books and courses teaching customers how to customize them.

#### PRINT DESIGN

I created brands strategies and logos for clients ranging from small photography businesses to internationally distributed magazines. I also served as the art director for a series craft books and collaborated with a team of editors, creative directors and writers to launch a magazine for digital scrapbookers.