Brandon Babb

Leader + Web Developer

💬 I LOVE TO TRAIN, ENCOURAGE, & LISTEN DEEPLY.

CONTACT

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EDUCATION

Degrees
BS Communication
University of Utah

AS Dixie State College

Certificates
ActiveCampaign Level 1
CIW Web Design Specialist
CIW Web Foundations
Engage Fundamentals
Microsoft Office Specialist

SKILLS

Dev/Design
Web Optimization
Search Optimization
Marketing Automation
Communication Regulations
Illustration & Animation
Photo & Video Editing
HTML, CSS, JS, JQuery, PHP
SQL & Database
Server Management
Multiplatform Design Testing
Analytics Reporting
OS, IT, Application Support

Leadership
Culture Development
Vision Casting & Presentations
Training Material Design
Task & Project Management
Communication Theory
Document & Form Development

INTRO

I'm an approachable and resilient leader who can handle detailed work. I have a diverse skill set covering web, marketing, design, development, and leadership. My passion lies in nurturing and training team members while inspiring innovation. I've worked a decade for a non-profit including seven years in Southern Africa. I find ways to accomplish the mission with limited resources

IMPACT

Full-Stack Developer
ADVENTURES IN MISSIONS   2022-Current

Led overlapping, highly technical transitions in a limited timespan while accomplishing major goals for several departments with little budget.

- Served as subject matter expert and training point of contact for 17+ systems and multiple websites.
- Regularly act as the primary technical point of contact for vital business decisions and manage critical web servers.
- Improved customer support and communication by creating automated customer journeys, pipelines, & reporting.
- Ensured operational ability during crisis by enabling major migrations of systems in limited timeframes.
- Rescued organization from potential financial fallout by decrypting critical business data, personally emailing and tracking thousands of donor decisions to assist changeover.
- Established significant financial savings through migrating project management systems, reducing software tiers, and migrating automated marketing platforms.
- Enabled marketing spend visibility by creating custom analytics tracking leads from specific ads through payments.
- Covered operational gaps through custom data warehousing, mining, and transformations. Placed critical business data on internal dashboards and accessible dynamic spreadsheets.
- Rebuilt total web presence by redesigning, migrating, and optimizing seven websites including adventures.org and worldrace.org on urgent deadlines.
- Planned new platforms to future-proof operations.
- Managed assignments and billables for the department and others.
- Partially self-fundraised salary.

Senior Manager: Strategic Partnerships
ADVENTURES IN MISSIONS   2020-2022 - Eswatini Africa

Pioneered during nationwide riots, COVID-19, and the loss of a major 10-year partnership. Accomplished major goals and helped grow the ministry.

- Mentored, trained, and managed 8+ staff members.
- Set up one of the first thriving agricultural projects in the organization's history by leading Umdoni, a restorative farming, leadership, and skills training campus for disadvantaged young adults.
- Casted vision for staff through branding and building out of new organization vision, new core values, high-quality training, and materials.
- Helped ensure successful building projects by overseeing details from designs, logistics, & financials across the nation.
- Entrusted to pull, track, and store $100k+ value of ministry assets.
- Delivered meaningful results for urgent child sponsorship migration during partner organization transition. Served as in-country lead for data migration, frontend build-out, and staff training.
- Shared vision and built excitement by organizing and co-leading a Vlog series producing 18 episodes.
- Represented the organization with combative local government officials and combative legal representatives.
- Department head for web, marketing, IT, Umdoni, and building projects.
- Successfully funded capital project campaigns, including producing 8 videos and marketing materials.
- Maintained, managed, and ensured security for a large private property, staff, and students.
- 100% Self-fundraised salary.

Nick Gonzales - 832.423.3042
Founder & Executive Director
Stone of Hope

Jeremy Wold - 801.647.5417
Cofounder / CMO Klyk.io

RECOMMENDS

He finds solutions where other people would give up. He loves to solve difficult problems and learns constantly and quickly... If you have the opportunity to hire Brandon, do it.
Josh Carr CEO Echo H20

Brandon is one of the best people that I have ever worked with. From his positive attitude to his penchant to detail, our web projects not only would be done well, they were much better than expected.
Jeremy Wold CMO - Kylk.io

What an asset Brandon Babb is to the Adventures Team... He has such patience.
Dave Sherman Founder - Stewardship Ambassadors

Brandon has excellent talents in both design and development. He forms solutions to design problems quickly and provides multiple options... He is a great person to work with and a very professional colleague.
Joseph Sturzenegger
Senior IOS Engineer - Teem

Working with Brandon has been an exceptional experience, making Adventures one of the best clients I've ever had. Their clear communication, prompt feedback, and collaborative approach significantly contributed to the success of our project.
Ahsan Ali
Senior PHP Developer

FULL WORK EXPERIENCE, SKILLS, PROJECTS ON
BrandonBabb.com

Partner Relations and Administration
ADVENTURES IN MISSIONS 2018-2020 - Eswatini Africa

Turned around a department where half of staff were dismissed over ethics into a top performing department through servant leadership and vision casting.

- Ensured healthy staff engagement implementing accountability metric reporting & dynamic staff org charts.
- Enforced fairness metrics to ensure visibility into school fee payouts for disadvantaged youth.
- Substantially reduced error rates and data corruption events by normalizing many competing sponsorship datasets into one unified source of truth. Set up custom web application to house 10,000 child records.
- Significantly reduced IT costs by flashing dead laptops with Linux, purchasing ruggedized Chromebooks, implementing Google Workspace, and enforcing strong virus protocols for Windows laptops.
- Created operational visibility by building dynamic marketing, web, and sponsorship dashboards.
- Improved productivity through transitioning project management systems with cloud storage for large files.
- Increased partner engagement by launching eswatinirising.com and several vision-casting presentation decks.
- Increased security and productivity by implementing transition of staff salaries from cash to direct deposit and by innovating banking website data imports.
- Successfully funded capital project campaigns including producing 8 videos and marketing materials.
- 100% Self-fundraised salary.

Base IT Manager
ADVENTURES IN MISSIONS 2015-2018 - Eswatini Africa

Empowered staff through training, accountability, and infrastructure while improving partner relations and building brands.

- Helped innovate organizational culture and vision through membership as a Dream Team Leader.
- Supported staff growth through reinventing employee review processes.
- Increased partner engagement through social media, website, videos, campaigns, presentations, & print materials.
- Increased output through mentoring interns from local technical colleges reducing overall spending.
- Expanded staff training through offline training video library for staff without increasing internet costs.
- Increased ability of programs to fundraise and network with partners through branding sessions & leader training.
- Cleared critical infrastructure roadblocks by implementing satellite internet, office internet filtering, repairs, training, and advanced media optimizations so the org could improve its ability to operate and share stories.
- Entrusted to store and regularly transport ministry and payroll cash assets.
- Successfully funded capital project campaigns including producing videos and marketing materials.
- 100% Self-fundraised salary.

Frontend Developer
CHG HEALTHCARE 2014-2015

Innovated beyond software limitations to ensure targets were exceeded.

- Pushed creative and technical boundaries for several promotional websites including locumstory.com.
- Partnered with a creative team to flawlessly implement designs with high-quality specifications.
- Reduced development time and complexity by building a custom email templating app.
- Mentored and trained a junior developer staff member.

Programmer
RICHTER7 2013-2014

Collaborated and built amazing experiences by hand for major brands.

- Lead technical discussions with clients and brainstorming sessions with staff.
- Automated marketing communications before it was mainstream, became certified in IBM Engage.
- Partnered with design and data teams to create award-winning web designs from client requests.
- Delivered results for major brands including Wendy's, Workers Comp, Mrs Fields Cookies, Sinclair Fuel, & others.

Web & Media Designer
ORCHID EVENT SOLUTIONS 2010-2013

Helped build a culture and a brand from the ground up.

- Doubled traffic on the website through redesign, development, and optimization.
- Led modernization overhauls and coding proof-of-concepts for significant UI changes as dev front-end expert.
- Culture team leader, helping plan employee events and staff appreciation.
- Grassroots leader in a small company vision committee, helping define core values.