

# TOD HEBENTON

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## Instructional Designer, Web Designer, Web Developer

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### QUALIFICATIONS

Accomplished, results-oriented professional experienced in the management of web content and web development projects. Proven ability to collaborate with cross-functional teams to create online resources designed to achieve organizational goals. Strong technical skills, gaining extensive experience directing the planning and development of online design initiatives. Thorough knowledge within the educational and online learning sector, earning a Master of Education in E-Learning and Teaching Online, a Master of Library and Information Science, and completing a Master of Education in Instructional Design in December 2020. Licensed Teacher in Instructional Technology and Library for all levels of education.

### PROFESSIONAL EXPERIENCE

NORTHROP GRUMMAN INFORMATION SYSTEMS, Atlanta, Georgia 2007 – Present  
**Web Developer / Project Manager (2012 – Present)**

- Directs web development for the chronic disease sections of the School Health Branch Healthy Youth website.
- Serves as the point-of-contact for Omniture SiteCatalyst Web Analytics, managing the development of analytical reports, responding to inquiries, and advising on the establishment of web analytics for social media, widget, and email campaign programs.
- Spearheads content development for four Workplace Health websites, including the National Healthy Worksite Program, Workplace Health Promotion, Work @ Health Program, and Worksite Health ScoreCard.
- Evaluates and resolves 508 compliance issues by generating Accenture reports and tags PDFs for 508 compliance.

#### *Key Project:*

- Facilitated access and presentation of vital information for healthcare providers, resulting in improved patient education and communication, by converting the U.S. Selected Practice Recommendations for Contraceptive Use from a .pdf document to an eBook (<http://www.cdc.gov/reproductivehealth/UnintendedPregnancy/eBook.html>).

#### **Web Developer / SharePoint Administrator (2007 – 2012)**

- Led content generation initiatives for the Behavioral Risk Factor Surveillance System (BRFSS) website.
- Directed the execution of a usability study at the 2008 BRFSS Conference in Orlando, conducting user interviews to compile findings and generate expert analyses; employed changes to website and applications based on study results.
- Communicated website updates and survey data to over 30,000 subscribers through Gov Delivery CDC email.
- Managed various aspects of BRFSS conferences from 2008 through 2011 and the 2012 BRFSS Annual Meeting, including the development of conference websites.
- Integrated Data and Statistics features within the BRFSS website in collaboration with CDC.gov Features Group.
- Contributed to the design and development processes for the first Web Pilot Survey project, advising on vendor selection and application testing and review.

#### *Key Projects:*

- Led initial project and further enhancement projects from 2009 through 2012, streamlining the submission process for presenters by enabling electronic transmission of the BRFSS Conference Abstract Submission application.
- Developed two SharePoint Workspaces, enabling secure exchange of H1N1 Influenza Illness and Vaccine data among research groups.

NATIONAL ASSOCIATES, INC., Atlanta, Georgia 2007  
**Web Content Manager**

- Conceptualized strategic presentation of CDC Intranet content for inclusion on the CDC public website by evaluating intended audience, researching information, and developing content prior to website release.
- Provided editing and revision services for projects, site launches, and content updates.
- Represented the Office of Enterprise Communication as a member of the Content Managers' Working group.

INFORMATION INTERNATIONAL ASSOCIATES, Reston, Virginia 2005 – 2007  
**Web Developer / Electronic Resources Librarian / Consultant**

- Managed content, facilitated acquisitions, and developed collections of electronic resources.
- Designed web content, created metadata, and executed searches for new datasets and information resources.
- Initiated improvements to current information systems by researching various technology solutions.

INFORMATIONAL INTERNATIONAL ASSOCIATES (continued)

**Web Developer / Electronic Resources Librarian / Consultant**

*Key Project:*

- Spearheaded a project to determine a software solution to minimize manual cataloging in the creation of NBII catalog records of web resources; ideated a solution presented to NBII comprised of content harvesting, web crawling, text parsing, and metadata extraction and creation capabilities.

SPECIAL LIBRARIES ASSOCIATION, Alexandria, Virginia

2004 – 2005

**Membership Services Specialist**

- Fielded all membership inquiries and requests as the direct point-of-contact for over 12,000 information professionals.
- Created and implemented membership marketing campaigns and generated membership reports.
- Served as the staff liaison to all faculty advisors and student groups as an active member of the Student Academic Relations Committee and the Scholarship Committee.

**EDUCATION & CERTIFICATIONS**

UNIVERSITY OF MASSACHUSETTS BOSTON, Boston, MA

**Master of Education in Instructional Design and Instructional and Learning Design Graduate Certificate, 2019 to (Expected December 2020)**

NORTHCENTRAL UNIVERSITY, Prescott Valley, Arizona

**Master of Education – E-Learning & Teaching Online, 2012**

UNIVERSITY OF PITTSBURGH, Pittsburgh, Pennsylvania

**Master of Library & Information Science, 2005**

UNIVERSITY OF MASSACHUSETTS LOWELL, Lowell, Massachusetts

**Continuing Education Certificate – Web Design & Development, 2002**

FITCHBURG STATE UNIVERSITY, Fitchburg, Massachusetts

**Continuing Education Certificate – Web Development, Applied Programming, & High-Level Languages, 2002**

MERCER UNIVERSITY, Macon, Georgia

**Bachelor of Arts – Psychology, 1996**

MASSACHUSETTS DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION, Malden, Massachusetts

**Teacher License – Instructional Technology & Library (K-12), 2012**

**TECHNICAL PROFICIENCIES**

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|-------------------|---------------------|---------------------|------------------------|
| • Dreamweaver     | • EndNote           | • CSS               | • Articulate Storyline |
| • Adobe Photoshop | • Microsoft Project | • SPSS              | • Accenture            |
| • Documentum      | • Expression Web    | • Reference Manager | • XML                  |
| • Sigil           | • Beyond Compare    | • Visio             | • Vovici Survey        |
| • SNAP Survey     | • InDesign          | • Adobe Acrobat     | • Office 365           |
| • Canvas          | • SharePoint        | • SnagIt            | • Blackboard           |
| • Adobe Premiere  | • Captivate         | • Calibre           | • Adobe Creative Suite |
| • Wordpress       | • Microsoft Teams   | • Audacity          | • Adobe Audition       |
| • Voicethread     | • Tableau           | • Adobe Analytics   | • PowerPoint           |
| • Flash           | • HTML 3            | • Bootstrap         | • Forsee Analytics     |

**MILITARY SERVICE**

UNITED STATES COAST GUARD RESERVE, Charleston, South Carolina, **Yeoman**

UNITED STATES ARMY RESERVE, Atlanta, Georgia, **Eye Specialist**