

Clint Howard

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[LinkedIn](#) • [Portfolio](#)

Harrison, AR

Website Production and Design Director

Visionary creative director with a robust track record of spearheading transformative design, web production, and client support strategies that substantially enhance corporate revenue and client satisfaction.

Seasoned executive with extensive experience as a technical and design program director, managing website production, graphic design, and support fulfillment operations, combined with entrepreneurial leadership. Excelled in overseeing diverse, remote, cross-functional teams, integrating operations, and hiring and training top-tier talent in design and technological innovation. Instrumental in launching strategic initiatives such as major co-branded marketing campaigns, boosting digital interaction metrics, and setting new benchmarks in creative excellence. Committed to driving organizational objectives through advanced digital solutions, optimizing customer experience, and spearheading cutting-edge marketing strategies. Recognized for a strategic, relational, and analytical approach to addressing complex challenges, promoting a culture of collaboration, and leading market-driven digital transformations at the executive level.

Areas of Expertise

- ◆ Creative Direction
- ◆ Team Building & Leadership
- ◆ Graphic & UI/UX Design
- ◆ Web Production & Development
- ◆ Digital Marketing
- ◆ Onsite SEO Best Practices
- ◆ Brand Development & Growth
- ◆ Client Relationship Management
- ◆ Revenue Growth
- ◆ Product Management
- ◆ Process Optimization
- ◆ Marketing Campaign Strategy

Key Achievements

- Accelerated migration of over 200 websites from one CMS platform to another, completing the project one month ahead of schedule despite staff shortages.
- Merged two website production and support teams into a single cohesive unit; appointed and mentored four supervisors.
- Reduced InteractRV's average website development time by up to 33% by creating website design and client onboarding best practices and processes.

Professional Experience

Coast Technology, LLC., Remote

2024 – 2025

Director of Product - websites, inventory management software

Product-owner of dealer-focused websites, Stealth Inventory, and Stealth Catalog (vehicle data). Guide website production and support fulfillment operations, including new website builds, migrations to an upgraded platform, and regular website maintenance and client-requested changes. Mentor designers, front-end developers, and back-end developers. Establish efficient and predictable processes for support requests and new website builds, including coordinating with various teams to merge and streamline processes.

- Led the development team in moving Stealth Inventory from an alpha, pre-production state into beta and production within five months.
- Created new website and software features, in coordination with development teams, to improve performance, UI/UX, resulting in better website shopping experiences and dealer satisfaction.
- Built support processes in Clickup, and transitioned client services, support, and front-end development teams into the new tool and processes.
- Implemented new, essential website build best practices, including a robust redirects strategy, QA/QC process, various build and design standards, and more.

LeadVenture: InteractRV, Remote

2014 – 2024

Director of Design - graphic design, front-end development, support fulfillment

Oversee website production and support fulfillment operations, ensuring exceptional quality in graphic design across web and social media, PPC, and email campaigns. Provide strategic advice on website CMS, CRM, control panel design, best practices, and functional improvements leveraging extensive in-field experience. Lead, mentor, and direct a cross-functional team of over 25 members, encompassing designers, front-end developers, project managers, and sub-team supervisors.

- Generated 3,356% more landing page views than sister-company through first-ever joint marketing campaign with RV dealer clients and Winnebago for virtual product reveal.
- Increased team size from 5 to over 25, established a multi-level leadership structure introducing four sub-teams and enhancing operational efficiency.

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- Implemented an ADA compliance solution across hundreds of websites, enhancing usability for disabled customers and safeguarding clients from legal issues.
- Major contributor to launch of Salesforce for task and project management, improving process automation and work queue management, integrating extensive business operations.
- Oversaw the design, build, and launch of hundreds of websites and redesigns, as well as ongoing maintenance, optimization, and change requests for over 500 websites.
- Enhanced website and software products through user-testing and client (dealer) conversations.

Additional Experience

Owner, Marketer, and Website Designer/Developer, Cold River Marketing & Web Design 2012-Present
 Accomplish business goals through development of various websites and marketing campaigns for small businesses and churches. Generate revenue by designing retail marketing digital graphics, billboards, and logos. Present multiple workshops regarding small business branding and marketing.

Senior Minister, Coffeyville Church of Christ, Coffeyville, KS 2007-2014

Education

Bachelor of Science, Biology, Harding University, Searcy, AR

Bachelor of Biblical Studies, Congregational Ministry, Sunset International Bible Institute, Lubbock, TX

Technical Proficiencies

Microsoft Office Suite | Google Suite | Microsoft SharePoint | Microsoft Teams | Salesforce | Clickup | Adobe Photoshop
 Adobe Illustrator | Figma | HTML/CSS | jQuery | Front-end Development | UX/UI design | Onsite SEO | SaaS
 Google Tag Manager | WordPress CMS | MYSQL | Back-end Development & Database Principles