

AMY WILFORD

Toronto, ON

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SUMMARY:

Web Developer with professional experience in corporate, creative, and non-profit spaces which have fostered a uniquely creative mindset, an open approach to collaboration, and refined communication skills. Holds a proven track record of successful project management, team leadership, and effective relationship building. Known as an imaginative problem solver with a keen attention to detail, and a passion for the intersection of design and function.

TECHNICAL SKILLS:

Languages & Frameworks: JavaScriptES6+, MySQL, MongoDB, Express, React.js, Node.js, PHP, REST API, JQuery, Handlebars, HTML, CSS3, Bootstrap

Applications & Industry Processes: Github, Heroku, Insomnia, MongoDB Atlas, Wordpress

PROJECTS:

JAVASCRIPT MUGS | **Live:** <https://tinyurl.com/4kvudff8> | **GH:** <https://tinyurl.com/yrsbz28s>

- Summary: An ecommerce store specializing in personalized mugs
- Role: Co-developer and designer
- Tools: MERN Stack, GraphQL, JWT, BCrypt, Stripe, JS, CSS, Bootstrap, HTML

TECHSPACE | **Live:** <https://tinyurl.com/2cd7hb32> | **GH:** <https://tinyurl.com/57vh3xex>

- Summary: A CMS style blog site that allows users to share their expertise of the techworld in blog posts and community comments.
- Role: Sole developer and designer
- Tools: Express, Sequelize, Dotenv, BCrypt, JavaScript, CSS, Bootstrap, HTML

MISTY's POKÉDEX | **Live:** <https://tinyurl.com/yc83u6ja> | **GH:** <https://tinyurl.com/mw4za483>

- Summary: An online encyclopaedia of the original 150 pokémon
- Role: Sole developer and designer
- Tools: React.js, Axios, Poké API, HTML, CSS, Bootstrap

BAY OF QUINTE GREEN PARTY OF ONTARIO | **URL:** <https://bayofquintegpo.ca/>

- Summary: Website for the local Bay of Quinte Branch for the Green Party of Ontario
- Role: Sole Developer and Designer
- Tools: WordPress, Custom HTML & CSS

EXPERIENCE:

WEB DEVELOPER | INDEPENDENT CONTRACTOR, *Toronto ON*

- Designed, built, and maintained custom & responsive frontend websites coded from scratch or built using WordPress. Oversaw deployment and related tasks, including domain configuration, SSL certificates, and client setup

FUNDRAISING & DEVELOPMENT COORDINATOR | LUMINATO FESTIVAL, *Toronto ON*

- Developed policies and procedures to ensure data integrity across departments and oversaw accurate records management in CRM system (Raiser's Edge)
- Researched and streamlined database management systems and created a detailed CRM user manual for organization-wide use
- Consistently met goals to grow, analyze, and report on the organization's donor pipeline. Within 8 months, identified 80+ meaningful donor prospects.
- Collaborated company website maintenance via wordpress

TEACHER TRAINING COORDINATOR & FACULTY MEMBER | SAANA YOGA, *Toronto ON*

- Managed company wordpress website and developed communication strategies for online social channels
- Designed, built, and coordinated three unique yoga teacher training programs, and engineered the shift to online learning during COVID
- Wrote, designed & edited training manual & online class resources, developed and published on wordpress site.
- Directed a teaching faculty of 10+ to compile course curriculums & training schedules. Refined communication skills as a faculty member and cohort mentor

DEVELOPMENT & ENGAGEMENT SPECIALIST | SWIM DRINK FISH, *Toronto ON*

- Managed CRM system (salesforce) and worked closely with VP to determine and execute effective and secure data-storing strategies.
- Created an organization-wide CRM manual. Provided training for all employees on how to customize implementation to their unique roles
- Conceived, created, and executed community & online engagement campaigns that regularly exceeded fundraising targets. Monitored budgets, delivered compelling campaign assets, and worked collaboratively to design communication strategies.

EDUCATION:

2022 | Full Stack Web Development Certificate, *University of Toronto SCS - Toronto ON*

2021 | JavaScript and React.js Certificate, *Seneca College - Toronto ON*

2012 | Postgraduate Diploma Not-for-Profit Management, *Western University -London ON*

2011 | Bachelor of Music, Performance (BMus), *Western University - London ON*