### Farheen Zehra

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# PROFESSIONAL SUMMARY

**Web Content and Web development Specialist**

Detail-oriented and innovative web developer with experience in web content management, deployment, and digital marketing strategies. Proficient in using CMS to manage and optimize e-commerce campaigns, with a knack for ensuring flawless site functionality and customer engagement. Skilled in HTML/CSS, A/B testing, and executing promotional strategies. Exceptional problem-solving abilities and a strong foundation in quality assurance and reporting, complemented by excellent communication skills.

# CAREER EXPERIENCE

**Web Content & Web Development Specialist (Contract)**

**The Source (subsidiary of Bell Canada)** [**https://www.thesource.ca/**](https://www.thesource.ca/) **Oct 2022- Jan 2023**

* Enhanced web accessibility features in the SAP Hybris e-commerce platform, ensuring compliance and improved user accessibility.
* Translated UI/UX design wireframes into code, developing visually compelling and user-friendly application elements.
* Deployed web content and promotional assets through CMS, ensuring accurate and visually appealing presentation on the e-commerce platform.
* Managed CMS repository strategy, optimizing content organization for easy access and efficient site maintenance.
* Collaborated with the product management and marketing teams to leverage new site features for promotional strategies.
* Conducted quality assurance tests in staging environments, ensuring site updates were executed flawlessly before launch.
* Troubleshot and resolved web and promotional issues promptly, maintaining site performance and user experience.

**E-commerce Solutions Developer (Contract)**

**ERP based customer of** [**https://Erpbuddies.com**](https://Erpbuddies.com) **May 2022- Nov 2022**

* Delivered complex wholesale & distribution solutions integrated with Oracle NetSuite ERP for a diversified client base.
* Developed custom forms and tiered pricing strategies, enhancing user experience and business efficiency.
* Implemented diverse payment options and managed bulk order forms for high-volume users, streamlining the purchasing process.

**Web Developer & E-commerce Specialist (Freelance/Contract)**

**Various Clients (Betty Rose Vintage, Happy Baby Boxes, Elegant Scarves, Datai3) Dec 2020 - May 2022**

* Managed multiple e-commerce websites; improved SEO, conducted A/B testing, and led social media campaigns.
* Focused on creating personalized, data-driven site experiences, increasing customer loyalty and sales.

Online Merchandiser (Contract), Amazon Marketplace **May 2017-Sep 2018**

* Launched multiple profitable products.
* Listed number one in specific niche and keyword combination.

**Career Break Maternity Leave Jan 2023 - Dec 2023**

* Took a planned career break for maternity leave, focusing on personal growth and family.
* Engaged in continuous learning through online courses, particularly in areas of web design, SEO, and digital marketing.

# EDUCATION & PROFESSIONAL DEVELOPMENT

## Bachelor of Engineering- BE 2010

## NED University of Engineering and Technology

## Web Development and Marketing 2020

Prepr.org

**Web Design and Digital Marketing Certification 2024**

George Brown College (Ongoing, expected completion April 2024)

Currently enrolled in online courses focusing on Web Design, SEO, and Paid Search, enhancing skills in contemporary web technologies and digital marketing strategies.

# COURSES & CERTIFICATIONS

**Shopify Theme Development/Foundation 2021**

**PHP Foundation Courses 2020**

**JAVASCRIPT Fundamentals 2020**

# SKILLS & EXPERTISE

**E-Commerce Platforms:** SAP Commerce Hybris, Shopify

**Web Development:** HTML5, CSS 3.0, JavaScript, jQuery

**Analytics & Research:** Expertise in web analytics, customer research, A/B testing

**Digital Marketing:** SEO, UI/UX design, social media campaigns

**Project Management:** Experience coordinating cross-functional teams, agile methodology.

**Software Proficiency:** Photoshop, Illustrator, Excel, Jira, Confluence, Slack

# KEY ACHIEVEMENTS

Developed and implemented web accessibility features, enhancing user experience.

Successfully coordinated with technology teams to apply automation for personalized site experiences.

Proven ability to use data-driven insights to improve customer satisfaction and engagement**.**

# REFERENCES

Available upon request.