

# David Yusuf

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## EDUCATION

### York University

*Bachelor of Science in Computer Science*

Toronto, ON

*Sept. 2021 – 2025*

## EXPERIENCE

### Digital Marketing Coordinator

May 2025 – Present

*Path Excellence Inc.*

*Toronto, ON*

- Strategically planned and executed comprehensive digital marketing campaigns across multiple channels, including email, social media, and search engines, driving increased engagement and brand visibility.
- Developed and implemented data-driven SEO strategies, dramatically enhancing website rankings and organic search traffic through targeted keyword optimization and technical improvements.
- Leveraged advanced analytics tools to meticulously measure and analyze campaign performance, delivering actionable insights and driving continuous improvements in ROI and overall marketing effectiveness.

### Web Developer Intern

July. 2023 – Present

*Hikima Cyber Security Academy*

*Remote*

- Led the development of a full-stack web application for All Saints University, seamlessly integrating front-end, back-end, and database components to deliver a highly responsive and user-centric platform.
- Collaborated closely with cross-functional teams to refine and enhance user experience, ensuring alignment with business objectives and technical specifications.
- Quickly adapted and mastered new technologies to meet the evolving needs of complex web development projects.

### Student Intern

June 2020 - September 2021

*Path Excellence Inc.*

*Toronto, ON*

- Created and managed database of information gathered from research.
- Executed record filing system to improve document organization and management.
- Studied data to determine optical targets, competitor offerings and tactics for persuasion.
- Updated computer system with latest information to keep records current and accurate.

## PROJECTS

### Face Recognition Brain | *JavaScript, React, PostgreSQL, Clarifai API, Git, Node.js*

Sept 2024 – Oct 2024

- Developed a full-stack facial recognition application using JavaScript, React, PostgreSQL, and the Clarifai API, enabling real-time and accurate face detection and identification.
- Designed and implemented a responsive UI with React, ensuring an intuitive and seamless user experience for image uploads and recognition results.
- Integrated a PostgreSQL database to securely manage user data and image submissions, facilitating efficient data retrieval and storage.
- Optimized API interactions and database queries to enhance performance, ensuring fast and reliable facial recognition processing.

### All Saints University Web App | *JavaScript, HTML/CSS, PHP, MySQL, Git, Bootstrap*

May 2018 – May 2020

- Developed a comprehensive full-stack web application utilizing JavaScript, HTML/CSS, PHP, MySQL, Git, and Bootstrap, delivering a powerful and user-friendly solution.
- Designed and implemented a responsive, dynamic user interface using Bootstrap and JavaScript, ensuring seamless functionality across devices.
- Built a secure and scalable back-end with PHP and MySQL, optimizing data management and retrieval processes for efficiency and reliability.
- Managed version control and collaboration through Git, ensuring smooth development workflows and project continuity.

## TECHNICAL SKILLS

**Languages:** Java, JavaScript, HTML/CSS, SQL (PostgreSQL / MySQL)

**Frameworks:** React, Node.js, Express.js, JUnit, Bootstrap, WordPress, Clarifai API

**Developer Tools:** Git, VS Code, IntelliJ, Eclipse

**Libraries:** JQuery, LoDash