

LOUIS TAM

FRONT-END WEB DEVELOPER

CONTACT

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Portfolio

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SKILLS STACK

JavaScript, HTML5, CSS, REACT (hooks and classes), RESTful API, Git, Bootstrap, WordPress, responsive design, jQuery, Firebase, website accessibility, version control (Git and GitHub), paired and team-based programming, project scope management

EDUCATION

Juno College (Nov. 2022)

Web Development Immersive

Humber College

Public Relations, postgraduate certificate

University of Toronto and Centennial College

BA and diploma, journalism (joint program)

AWARDS

Toronto Professional Firefighters Association Media Award

2017 - Best photo, web based

Local Media Awards

2012 - Best feature series, third place
2012 - Best news photo, third place

Ontario Community Newspapers Association Better Newspapers Competition

2013 - Best news story, first place
2012 - Best feature story, third place

PROFILE INFO

I am a builder, creator and problem solver with a proven track record of innovation, meeting challenging goals, and reconciling interests of multiple stakeholders. Prior to graduating from Juno College's Web Development Immersive program, I was an award-winning writer and photographer with a decade of experience in marketing communications. Now I am a passionate creator of responsive apps and websites. Outside of work, you can find me flying drones, photographing the night sky, or exploring rural areas and small towns.

RECENT PROJECTS

Edmonton Transit Alerts | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript, RESTful API

- This app displays the latest transit service disruptions and escalator/elevator outages in the City of Edmonton. The information is pulled from three RESTful APIs published by the City of Edmonton's Open Data Portal.

Box 12 Dispatch mobile app | [Live Site](#) | [Mobile View](#) | [Code](#)

HTML, CSS, JavaScript, REACT, Firebase

- This app was created for the Box 12 Association to streamline dispatching of on-call volunteers. This non-profit has been providing support services to Toronto firefighters for over 70 years.

Do I Need an Oil Change? | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript

- JavaScript-based app which allows users to determine if their cars are due for an oil change, based on oil type and metric or imperial measurements.

BeachStays | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript

- Multi-page website PSD conversion for a fictional tropical resort.

WORK EXPERIENCE

Freelance Copywriter

Creative Solutions

Sept. 2021 - present

- Formulates editorial ideas and generates digital marketing copy that accurately positions the green energy products of clients as sustainable, cost-effective solutions for homeowners.

Communications Specialist

Ontario Motor Vehicle Industry Council

May 2021 - Sept. 2021

- Generated successful media pitches which resulted in positive earned publicity for OMVIC, accurately conveying consumer protection messaging to consumers.
- Translated complex case law and regulatory matters into plain language for digital marketing content.

Communications Coordinator

PLASP Child Care Services

March 2016 - May 2021

- Established a standardized email marketing procedure which reduced miscommunication in over 95 per cent of instances with clients, who represented over \$54 million in annual revenue.
- Created a daily market intelligence briefing for managers and executives that enabled senior leadership to make timely, informed decisions with information not found in mainstream sources.
- Initiated a search engine optimization strategy for PLASP's 230+ locations, successfully ranking the agency on the first page of Google for commonly-used child care search terms.

Communications and Events Coordinator

Family Day Care Services

Sept. 2014 - March 2016

- Raised \$34,000 through coordinating the agency's first licensed charity raffle and annual fundraiser.
- As acting webmaster, coordinated the launch of a revitalized agency website to over 500 staff.

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CERTIFICATIONS

Transport Canada

RPAS Pilot - Advanced Operations

Infrared Training Center

sUAS Level 1 Thermography

WORK EXPERIENCE (CONTINUED)

Communications Coordinator

Oct. 2013 - Sept. 2014

Muskoka Chautauqua

- Coordinated and planned community events in a team setting, including a culinary trade show which raised over \$7,000 for this arts and culture non-profit.

Multimedia Reporter

Feb. 2011 - May 2013

Metroland, Muskoka Region

- Simultaneously covered a variety of news beats, including municipal council, crime, court, breaking/spot news, business, education, rural affairs, general community news and sports.
- Recipient of multiple awards for photography and writing (please see awards section).

Lead Photographer/Co-founder

April 2009 - May 2016

Key Focus Photography

- Founded this wedding and events photography business, coordinated client contracts and oversaw all creative work.

VOLUNTEER EXPERIENCE

Volunteer Mentor

Aug. 2022 - present

York Small Business Enterprise Centre

- Provides guidance, advice and support for entrepreneurs launching photography-based businesses.

Canteen Unit Volunteer

Oct. 2014 - present

Toronto Fire Services

- Volunteer on a canteen truck that provides emergency crews with refreshments at major fire incidents.