

LOUIS TAM

FRONTEND WEB DEVELOPER

CONTACT

Email

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Portfolio

www.louistamdev.com

SKILLS

JavaScript, HTML5, CSS, REACT, RESTful API, Git, responsive web design, jQuery

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

EDUCATION

Juno College

Web Development Immersive

Humber College

Public Relations, postgraduate certificate

University of Toronto and Centennial College

BA and diploma, journalism (joint program)

CERTIFICATIONS

Transport Canada

RPAS Pilot - Advanced Operations

Infrared Training Center

sUAS Level 1 Thermography

PROFILE INFO

I am a passionate 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.

WORK EXPERIENCE

Creative Solutions

Sept. 2021 - present

Freelance Copywriter

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

Ontario Motor Vehicle Industry Council

May 2021 - Sept. 2021

Communications Specialist

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

PLASP Child Care Services

March 2016 - May 2021

Communications Coordinator

- 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.
- Create 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.

Family Day Care Services

Sept. 2014 - March 2016

Communications and Events Coordinator

- 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.

Muskoka Chautauqua

Oct. 2013 - Sept. 2014

Communications and Audience Relations Coordinator

- 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.

Metroland Media, Muskoka Region

Feb. 2011 - May 2013

Multimedia Reporter

- 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 at left).

Key Focus Photography

April 2009 - May 2016

Lead Photographer/Co-founder

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

VOLUNTEER EXPERIENCE

York Small Business Enterprise Centre

Aug. 2022 - present

Volunteer Mentor

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

Toronto Fire Services

Oct. 2014 - present

Canteen Unit Volunteer

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