

### SUMMARY

Web developer and digital freelancer with 10+ years in the arts. A highly organised self-starter adept at juggling multiple hats and approaching challenges with a creative, positive attitude. Award-winning smile.

### EXPERIENCE

#### Website Developer, Social Media & Administration *Act. Sing. Dance. Repeat.* JULY 2023 - PRESENT

- [Hub for aspiring performers](#), featuring a post-secondary program-finding tool, blog, and Threadless merch store
- Website has 100+ monthly users and features a database of 1000+ programs across Canada
- Implemented custom animations to enrich user experience and brand identity
- Integrated the Patreon API to gate premium features and monetize enhanced listings
- Compiled database content via Google research, and maintain database with custom broken link checker
- Automated key processes with custom coding, including a web crawler that migrated data from a previous project

**Key Skills:** Next.js, Typescript, JavaScript, Tailwind, HTML, Prisma, Google Search Console, Canva, Affinity Photo, Social Media, Graphic Design, SEO, Blog Writing, Website Administration, Product Design, Data Entry

#### SEO Specialist *Virtuous Circle Counseling* FEBRUARY 2024 - MARCH 2024

- Conducted analysis of high-performing competitor websites and strategically created backlinks to increase visibility
- Utilised SEO tools such as Ahrefs to identify relevant, high authority backlink opportunities
- Achieved a significant increase in Ahrefs domain rating (from 25 to 62) within 2 months after project completion

**Key Skills:** External SEO, Ahrefs, Link Building, Competitor Analysis

#### Brand Ambassador / Team Lead *Proof Experiences, Mustard Lane & Others* JULY 2017 - OCT 2023

- Represented companies such as Facebook, Interac, Mentos, Metro, Samsung, Go Transit, and others
- Engaged with 500-1000 people daily by creating impactful customer experiences that contribute to brand loyalty
- Supervised team of 5-30, allocating break schedules, resolving customer dissatisfaction, and coaching BAs
- Monitored stock throughout shift and adapted prizes, maximising promotional impact and participant engagement
- Generated comprehensive reports by consolidating metrics and client feedback at end of activation

**Key Skills:** Community Engagement, Product Marketing, Team Management, Metrics Reporting, Customer Service

#### Full Stack Web Developer *Speer Technologies* MARCH 2023 - JUNE 2023

- Coded React projects from scratch based on Figma designs and wireframes
- Utilised Styled Components and Material UI to create creative CSS animations and cleanly-styled products
- Iteratively engineered client-driven solutions to meet project goals and user expectations

**Key Skills:** Front-End Web Development, ReactJS, Javascript, CSS, MaterialUI, Git, Agile Development

#### Script Writer *BabbleTop YouTube Channel* NOVEMBER 2021 - APRIL 2022

- Delivered engaging and well-received video scripts, contributing to BabbleTop's reputation
- Implemented SEO strategies and crafted compelling, humorous narratives to enhance channel performance

**Key Skills:** Creative Writing, SEO, Content Research, Content Writing

#### Digital Content Creator *A+ Academics at Home* MARCH 2020 - SEPTEMBER 2021

- Created content in multiple formats with tips for students learning from home
- [YouTube series](#) with 69 videos (71 subscribers), self-published 2 books on Amazon, wrote over 80 [blog posts](#)
- Utilised Google and YouTube Analytics to track content performance metrics, optimising content for engagement
- Conducted market research and competitor analysis to identify trends and opportunities, informing content strategy

**Key Skills:** FinalCut Pro, Video Editing, Blog Writing, SEO, KDP publishing, Content Creation, TikTok, Instagram Social Media, Canva, Affinity Photo, Graphic Design, Google Analytics

### EDUCATION

Lighthouse Labs *Full Stack Web Development Bootcamp* APRIL 2022 - JUNE 2022

Hubspot Academy *Multiple Short-Course Certificates in SEO and Digital Advertising* FEBRUARY 2022

Royal Central School of Speech and Drama *MA Music Theatre* SEPTEMBER 2012 - AUGUST 2013

Sheridan College *Advanced Diploma Music Theatre* SEPTEMBER 2009 - APRIL 2012