

Web and Online Specialist

Website and Email Development, Design & Management / Web Programming / User Training & Support / Software Implementation / Content Management Systems Administration / Troubleshooting & Issue Resolution

Highlights of Skills & Qualifications

- Technically-sophisticated and creatively inclined professional with over 5 years of progressive experience and success from project coordination to website development, software implementation, training and technical support
- Honours BSc Degree complemented by ongoing professional development: Digital Marketing Management Certificate (U of T); Advanced Web Art and Design; CSS / JavaScript Frameworks - OCAD; Commercial Web Application Development (George Brown); Web Applications Development Programming (Centennial)
- Skilled in using programming languages and CMS systems to create, edit, quality check and maintain websites, databases and developing responsive email campaigns
- Superior time management, organizational, and analytical skills with proven project management skills; able to navigate and quickly master new web development and management programs, software and tools

Technology Stack

Web Development:	HTML5, CSS3, jQuery, JavaScript, Bootstrap, AODA requirements
Content Management Systems:	WordPress, Magento, dotCMS, Joomla, BigCommerce
Document Management / PM:	Xerox DocuShare, Asana, MS Project
Junior Programming:	C#, ASP.NET
Database Management:	SQL, Oracle, MS Access, MS Visio, MS Excel
Digital Marketing / Media:	Adobe Photoshop, MailChimp, Constant Contact, MS PowerPoint, SMART Tech
Data Mining:	BaseX, XPath, XQuery, Regex, Python
Workspaces:	Github, Cloud9, Heroku, Data Scientist Workbench

Professional Experience

Coding Instructor 2018
Hatch Canada, Toronto, ON

- Facilitated programming lessons of applications, games, and exercises
- Achieved consistent student development by increasing their knowledge base and transition to progress to subsequent levels of the proprietary Hatch coding program
- Utilized programming expertise to facilitate advanced students with programming lessons and projects

Software P5.js, Processing, JavaScript

Web Developer (contract) 2017
Canadian Memorial Chiropractic College, Toronto, ON

- Strategized to develop company website from concept to 100% completion and launch.
- Generated, edited and updated content, styling, pages and templates for the website, modifying to suit needs.
- Programmed VTL, HTML, CSS, Bootstrap, JS files and widgets and uploaded APIs to deploy accurate and functioning content (interactive media) and web pages, and troubleshoot technical issues.

Software dotCMS | HTML | CSS | Bootstrap | VTL – velocity templating language | JavaScript | jQuery

Software Implementation Systems Administrator (contract)

2016 – 2017

Canadian Memorial Chiropractic College, Toronto, ON

- Spearheaded end-to-end software implementation of DMS across 14 separate departments.
- Lead user training to support system utilization and administered technical support; trained and on-boarded 100% of Library staff, achieving timeline target.
- Initiated technical support for company-wide assistance with DMS software set-up, program use and compliance; generated and implemented education and training modules of DMS for all staff.
- Compiled, managed and deployed updates and functions of the front (user) and back (client) end of the DMS.

Software Xerox DocuShare Document Management System

Web and Digital Specialist (contract)

2015 – 2016

Waterfront Regeneration Trust, Toronto, ON

- Created and programmed 2 websites and 100% of digital newsletters; quality checked integrity ensuring accuracy, performance, and accessibility.
- Maintained and optimized website; Rendered ongoing web support, updating site, and troubleshooting.
- Developed, uploaded and expanded digital mapping and tourism web content.

Software Website / Digital Content Management: Joomla CMS | Weebly | HTML | CSS | JavaScript
Digital Marketing: Constant Contact | Google Analytics | Google AdWords | Hootesuite
Design / Presentation: Google Maps creation and API | PowerPoint | Pixlr | Canva | Adobe Photoshop

Online Digital Administrator

2015

Hipstreet, Markham, ON

- Managed website, consistently uploading and publishing content, updating links and social media sites.
- Maximized website performance using metrics to quality check, gather insights and implement best practices.
- Produced and developed responsive email campaigns, including design, coding, graphics and split tests.
- Successfully on-boarded e-commerce clients and product skews to website ensuring accurate and timely data.

Software Website / Digital Content Management: WordPress Blog | BigCommerce | Magento | HTML | CSS
Digital Marketing: MailChimp | Sprout Social | Buffer | Feedly | Rafflecopter | Bitly
Project Management / Database: Asana PM | Google Docs - Sheets | MS Excel | MS Outlook
Design / Presentation: Adobe Photoshop | Adobe Illustrator | MS Powerpoint | SlideShare

Additional experience as Project Coordinator for Summerhill Group and Workshop Coordinator for Scientists in School.

Education & Professional Development

Honours Bachelor of Science, University of Toronto

Technical Certifications

Digital Marketing Management Certificate, University of Toronto

Project Management Certificate, University of Toronto

Professional Development

Commercial Web Application Development, George Brown College (TBC)

Web Applications Development Programming, Centennial College (TBC)

Advanced Web Art and Design; CSS and JavaScript Frameworks, Ontario College of Art and Design

Intro to JavaScript, BrainStation

Webmaster Program, The YMC