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## Digital Content Editor / Web Manager

Website, Landing Page & Email Development, Design & Management / Digital Content Production and Management / Content Management Systems (CMS) Administration / Troubleshooting & Issue Resolution

Currently working as a Web Administrator for Acces Employment using Joomla CMS, HTML, CSS

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### Highlights of Skills & Qualifications

- Technically-sophisticated and creatively inclined professional with progressive experience and success in website development, CMS management, software implementation and technical support
- Skilled in using HTML, CSS, JavaScript, JQuery, Content Management Systems (CMS) to produce, edit and reformat responsive webpages, emails and microsites, updating, editing, managing and quality checking websites
- Proficient in digital asset management and digital content editing, including photo sourcing, creation and editing
- Superior time management, organizational, and analytical skills with keen attention to detail; able to navigate and quickly master new web development and management programs, software and tools

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### Technology Stack

Web Development:	HTML5, CSS3, jQuery, JavaScript, Bootstrap, SASS, AODA / WCAG 2.0
Content Management Systems:	WordPress, dotCMS, Joomla, BigCommerce, Ektron-Episerver, Sitecore, SharePoint
Digital File Management:	Microsoft Office Suite / Office 365, Xerox DocuShare, Apple iWork, Google G Suite
Digital Marketing:	Adobe Photoshop, MailChimp, Wufoo Forms, Survey Monkey, Google Analytics

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### Professional Experience

Digital Content Editor 2018 – 2019 (contract)  
Greater Toronto Airports Authority, Mississauga, ON

- Develop, update and manage web pages and digital content for both intranet portal, internet website and video platforms, using best practices for WCAG 2.0 AA requirements and troubleshooting technical issues.
- Design / edit / upload digital assets for both intranet portal and internet website, optimizing for search and speed.
- Work within CMS to produce new web pages and edit existing digital content, inserting tagging, adhering to branding and using best practices for responsive design.
- Consistently meet or exceed deadlines for incoming tickets.

Software    Web / Digital Content: Ektron - Episerver | SiteCore | HTML, CSS, JS | SharePoint | iShare | OpenText  
Digital Marketing: Google Analytics | Survey Monkey | Adobe Photoshop | Wufoo Forms | MailChimp

Web Developer 2017 (contract)  
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 CMS, modifying to suit needs.
- Programmed HTML, CSS, Bootstrap, JavaScript, JQuery files and widgets and uploaded APIs to deploy accurate and functioning content (interactive media) and web pages, while troubleshooting technical issues.

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

Software Implementation Systems Administrator  
Canadian Memorial Chiropractic College, Toronto, ON

2016 – 2017 (contract)

- 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 for all staff.
- Compiled, managed and deployed updates and functions of the front (user) and back (client) end of the DMS.

Software DMS: Xerox DocuShare Document Management System

Web and Digital Specialist  
Waterfront Regeneration Trust, Toronto, ON

2015 – 2016

- Created and programmed 2 websites and 100% of digital newsletters and emails; quality checked integrity ensuring accuracy, performance, and accessibility.
- Maintained and optimized main website; Rendered ongoing web support, updating site, and troubleshooting.
- Developed and expanded digital mapping for over 600 km of trail

Software Web / Digital Content: Joomla CMS | Weebly | HTML | CSS | JavaScript  
Digital Marketing: Constant Contact EMS | Google Analytics | Google AdWords | Google Maps API

Online Digital Administrator  
Hipstreet, Markham, ON

2015

- Managed website, uploading editing and publishing digital 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 Web / Digital Content: WordPress Blog | BigCommerce CMS | HTML | CSS  
Digital Marketing: MailChimp EMS | Adobe Photoshop | Adobe Illustrator | Sprout Social | Buffer | Bitly

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## Education & Professional Development

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### Degree

Honours Bachelor of Science (Hon. BSc), 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

### Languages

English – native; French – beginner / intermediate