
Web and Digital Specialist

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

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

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

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

Education & Professional Development

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