# Catja Moskal, Hon. B.Sc.

Toronto, ON • catjamoskal@outlook.com • catja.ca

# Web and Digital Specialist

Website Content Migration / Digital Content Production, Editing and Management / Content Management Systems (CMS) Administration / Troubleshooting & Issue Resolution

## Highlights of Skills & Qualifications

- Technically sophisticated and creatively inclined professional with progressive experience and success in website development, CMS management, software implementation, customer service and technical support.
- Skilled in using HTML, CSS, Bootstrap, JavaScript and Content Management Systems (CMS) to produce, edit and reformat responsive webpages, landing pages, emails and microsites while updating, editing, testing and QA quality checking sites.
- Proficient in digital asset management and digital content editing, including photo sourcing, graphics creation, video embedding, proofreading and editing.
- Superior time management, organizational, and analytical skills with keen attention to detail.
- Advanced Beginner level written and reading French language skills.

## Technology Stack

| | |
|---|---|
| Web Development: | HTML5, CSS3, JavaScript, Bootstrap, AODA WCAG 2.1, Siteimprove, Responsive Design, SEO, Katalon |
| Content Management Systems: | WordPress, dotCMS, Joomla, Episerver, Sitecore, Adobe Experience Manager - AEM |
| Database / File Management: | SharePoint, Xerox Docushare, SQL, Git, Microsoft – Office / Access / Excel / Teams |
| Digital Marketing: | Adobe Photoshop, Mailchimp, Wufoo Forms, Survey Monkey, Google Analytics, Cvent |
| Project Management: | MS Project, Workfront, Trello, Jira, Confluence, Agile, Scrum, UnionWare |

## Education

| | |
|---|---|
| Degree: | Honours Bachelor of Science (Hon. BSc) – University of Toronto |
| Technical Certifications: | Digital Marketing Management Certificate – University of Toronto<br>Project Management Certificate – University of Toronto |
| Professional Development: | Commercial Web Application Development – George Brown College (select courses)<br>Web Applications Development Programming – Centennial College (select courses)<br>HTML and CSS – Canada Learning Code; Webmaster Program – The YMC |

## Professional Experience

**ONTARIO SECONDARY SCHOOL TEACHER'S FEDERATION (OSSTF)**          2021 – Present
**Web Administrator**                                                                                   (contract)

- Provide website expertise and technical administration services including collection, digitization, and deployment of existing and new content for the website in an accurate and timely fashion.
- Maintain the Federation's main website, in both French and English, as well as provide technical support to OSSTF District websites, ensuring digital content is accurate, up-to-date, complete and optimized for web performance.
- Perform website checks, using Siteimprove to eliminate webpage errors, broken links and ensure website conforms to AA level for AODA, WCAG requirements.
- Produce and analyze website analytics to determine website effectiveness and areas for improvement.

- Devise website tests, using Katalon, to ensure interactive UI and UX web components function as intended.

<u>Software</u>     Sitecore CMS | HTML, CSS, JavaScript | Siteimprove | SharePoint | Katalon | Cvent | UnionWare | Google Analytics

## MANULIFE                                                                                                    2020 – 2021
**Digital Content Producer**                                                                          (contract)

- Created and developed digital content and websites meeting WCAG 2.1 requirements for websites migration project.
- Worked closely with product owners, UX, engineering and development teams to deliver branded, standardized content that is optimized for SEO.
- Ensured content is responsive and functions as intended on various screen sizes.
- Performed QA and website testing, checking for and fixing noncompliance issues, technical errors, and SEO problems, resulting in improved UI and UX, faster load times and ensuring compliance with WGAG requirements.
- Project managed legacy websites migration project. Conferring with various digital departments, clients, product owners and Project Managers in order to facilitate the completion of new AODA WCAG compliant websites and content.

<u>Software</u>     Web / Digital Content:  Adobe Experience Manager (AEM) CMS | HTML, CSS | Siteimprove | SharePoint
               Project Management:  Jira | Kanban | Confluence | Microsoft Teams | MS Suite

## GREATER TORONTO AIRPORTS AUTHORITY (GTAA)                                       2018 – 2019
**Digital Content Editor**                                                        (contract – mat leave)

- Developed, updated and managed digital content for intranet and internet websites for all GTAA departments, using best practices for WCAG 2.0 AA requirements. Consistently met all departmental deliverables and deadlines and achieved client satisfaction and demonstrated effective communication skills, resulting in numerous accolades.
- Migrated GTAA's old website, assets, apps and content to a new AODA compliant platform.
- Designed and edited digital assets for both intranet portal and internet website, optimizing for search and speed, ensuring content, images and documents meet AODA accessibility standards utilizing WCAG recommendations
- Built responsive webpages, ensuring compatibility with mobile.
- Utilized best practices for responsive design, resulting in successful mobile and desktop experiences.
- Managed all incoming projects for Webmaster including prioritizing, execution and timelines. Was also assigned projects from my manager and managed the execution of them - onboarding necessary staff and departments, overseeing goals and timelines and structuring and deploying tasks necessary in order to complete the project.

<u>Software</u>     Web / Digital Content: Ektron EpiServer | Sitecore | HTML, CSS, jQuery, JavaScript | SharePoint | OpenText
               Digital Marketing:  Google Analytics | Survey Monkey | Adobe Photoshop | Wufoo Forms | Mailchimp | MS Suite

## CANADIAN MEMORIAL CHIROPRACTIC COLLEGE (CMCC)                                 2016 – 2017
**Web Producer / Web Developer**                                                             (contract)

- Demonstrated a strong work ethic and effective time-management skills by strategizing to develop company website migration project from concept to completion, meeting 100% of targets and launch deadline.
- Generated, edited and updated content, styling, pages and templates for the website CMS, ensuring AODA compliance, modifying to suit needs, achieving reduction in errors for new site and best practices for UI design.
- Built responsive webpages using Bootstrap, HTML and CSS, deploying accurate and functioning content.

**Software Implementation Support Administrator**                                            (contract)

- Spearheaded the Software Implementation Project at CMCC - managed the entire project from beginning to end - working with faculty leaders and department managers and software client to deliver a seamless integration of new software. Developed training and trained individuals on use.

- Managed end-to-end software implementation of the Document Management System across 14 separate departments, resulting in departmental staff training and software implementation for 100% of departments.
- Effectively demonstrated leadership skills by generating training modules to support system integration and utilization.
- Initiated technical support for company-wide assistance with DMS software set-up, program use and compliance.

<u>Software</u>    dotCMS | HTML | CSS | Bootstrap | jQuery | JavaScript | Xerox DocuShare DMS

## WATERFRONT REGENERATION TRUST                                       2015 – 2016
**Web and Digital Specialist**                                              (contract)

- Managed the Trust's newly acquired waterfront trail property in terms of project execution, liaising with proper government appointees, working with internal and external clients, setting goals and timelines and creating budgets.
- Created and programmed 2 complete websites and 100% of digital newsletters and emails, including creating graphics, writing copy and designing layouts, achieving timeline targets and successfully reaching participating audiences.
- Maintained and optimized website performance by quality checking, updating site, thus ensuring accuracy and maximizing website performance and accessibility
- Completed SEM and SEO by researching key words and creating Google Ads as well as adding metatags to the website.
- Developed digital mapping for over 600 km of new trail, utilizing effective time management and meeting all deliverables.

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

## HIPSTREET                                                            2015 – 2015
**Digital Marketing Coordinator**

- Managed website and published digital content, keeping links current and using analytics metrics to gather insights.
- Produced and developed responsive email campaigns, including design, coding, graphics and split tests, resulting in a 75% increase in click through rates and 25% increase in customer email list.
- Wrote copy for web ads and targeted marketing projects through social media and the website.
- Created accounts and posted regularly to social media sites, including Facebook, Instagram, LinkedIn and Twitter.
- Created company social media accounts and wrote, edited and posted content on a regular basis, including creating graphics and writing copy.
- Successfully on-boarded e-commerce clients and product skews to website ensuring accurate and up to date data.

<u>Software</u>    Web / Digital Content:  WordPress | Magento e-commerce CMS | HTML | CSS
              Digital Marketing:  Mailchimp EMS | Adobe Photoshop | Adobe Illustrator | Sprout Social | Buffer | Bitly

## VARIOUS CLIENTS
**Website Administrator** (Freelancing Projects)                          2020 – Present

- Design, develop, edit and update web pages and digital content for company website and e-access site, adding SEO and creating templates, allowing for pages to show up in search as well as unifying design and improving UX.
- Utilize modules, plug-ins and scripting to develop and format web pages, resulting in an error free user experience
- Perform website testing and fix technical, accessibility and SEO issues and errors resulting in improved UI and UX, faster load times and ensuring compliance with WGAG requirements.

<u>Software</u>    Web / Digital Content:  Joomla | WordPress | HTML | CSS | JavaScript | Uberflip CMS | Siteimprove