

Will Soutar

Web Developer

905.467.1309 - willsoutar@gmail.com - [GitHub](#) - [Portfolio](#) - Cambridge

Skills

- Strong problem solving and communication skills
- Detail oriented and organizational skills
- Proficiency with HTML, CSS, Javascript, Bootstrap, Python, jQuery, Wordpress, Shopify, SQL, MS Office Excel (pivot tables, functions), Google Sheets, Google Analytics, Repzio
- Communication, problem-solving, collaboration, research, curiosity, attention to detail

Experience

Celadon Art, Burlington *Social Media Marketing Coordinator*

January 2020 - February 2021

- Performed market research, developed and executed a marketing strategy
- Increased small business social media engagement on various platforms by 260%
- Effectively communicated monthly social media analytics via Excel spreadsheets
- Successfully exported, cleaned and analyzed sales data to inform artists on best sellers

Opulence Staging & Design, Remote/ Etobicoke *Marketing Coordinator - Intern*

July 2019 - September 2019

- Responsible for assisting in planning, creating and organizing a short term social media marketing strategy for a small business in collaboration with the owner
- Effectively conducted market research and creating a library of content for future use

Burlington Youth Soccer Club, Burlington *Technical Assistant Lead*

Oct 2014 - Sept 2016, Sept 2017 - May 2018

- Successfully assisted the lead coach in developing and executing weekly session plans.
- Conducted player evaluations while giving helpful feedback to aid in development

Education / Certifications

Brock University, St. Catharines *Bachelor of Arts, Media & Communication Studies*

Class of 2017

Google Analytics Academy for Beginners

March 2019

Microsoft Excel - Excel from Beginner to Advanced

April 2021

Google Data Analytics Certificate

September 2021

Ultimate Web Designer & Web Developer Course - *In Progress*

March 2022