

# HAMIDAH ODERINWALE

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## EXPERIENCE

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### Summer Intern

Jun. 2020 - Present

Brampton Focus | Brampton, Ontario

- Worked on the redesign of the organization's website, and used web development principles to improve navigability.
- Collaborated with the team to apply WordPress skills to create a virtual community safety resource.
- Wrote engaging articles about the COVID-19 pandemic and its effect on seniors and youth in Brampton.

### Social Media Manager

April 2020 - August 2020

Planfully | New York (Remote), United States

- Measured the performance of digital marketing campaigns, by assessing KPI's while referring to Mailchimp.
- Analyzed engagement on Instagram posts and blog posts to improve conversion rates.
- Created consistent social media content while maintaining authenticity and tone.

### Community Outreach Coordinator

December 2019 - Present

Helping Hands | Mississauga, Ontario

- Communicated with the team to improve the outreach approach, and shared relevant initiatives with members of the community.
- Managed the organization's emails while maintaining conversation with contacts.
- Contributed to community initiatives, and worked to design and promote digital marketing campaigns.

### Personal Tutor

June 2018 - June 2020

Self-Employed | Brampton, Ontario

- Identified, selected, and modified resources to meet student's diverse needs and integrated worksheets to vary lessons and consolidate concepts.
- Motivated students towards learning and studying to build self-confidence and reduce the anxiety of failure in writing.
- Collaborated with parents to create tutoring sessions appropriate for student's age, learning preference and learning style.
- Educated students on study tips and exam strategies.

## VOLUNTEER EXPERIENCE

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- Finance Coordinator | Vite ReVue | October 2020 - Present
- Design Team Visual and Digital Artist | STEM Fellowship | December 2020 - Present
- Founder | Engineering Shadows | April 2020 - Present
- Summer Camp Counsellor | Royal City Soccer Club | June 2019 - June 2020

## TECHNICAL COMPETENCIES

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- Web Development Skills: HTML, CSS, Javascript, Wordpress
- Content Creation: iMovie, Canva

## CERTIFICATIONS

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- Acadium Apprenticeship Completion Certificate | Acadium | *Issued: August 12<sup>th</sup>, 2020*
- Responsive Web Design Certification | freeCodeCamp | *Issued September, 2020*

