

Daniel Kwan

Web Developer & SEO Marketing Specialist

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SKILLS

- **Web Development:** WordPress, PHP, HTML5, CSS3, JavaScript, jQuery, ASP.NET (MVC), MySQL, PHP, Node.js
- **SEO and Analytics:** SEO, Google Analytics, SEMrush, A/B Testing
- **Design Tools:** Figma, Adobe Suite (Illustrator, Photoshop, XD, Premiere Pro, After Effects, InDesign)
- **Other :** Git, REST API, WordPress Plugins, UI/UX Design Principles

RELEVANT EXPERIENCE

Marketing Coordinator

(Feb 2024 – May 2024)

Elite Alliance Services Inc., Toronto

- **Web Development:** Led projects on WordPress and Wix platforms, improving UX design and receiving positive feedback from 85% of users.
- **SEO & Content Strategy:** Implemented SEO strategies using Google Analytics, boosting search visibility by 20% and web traffic by 15%. Created targeted content, increasing engagement by 33%.
- **Graphic Design:** Created graphics and videos using Adobe Suite, aligning with brand standards to support digital marketing efforts.
- **Integration with Marketing Strategies:** Collaborated with teams to align website content with marketing initiatives, enhancing brand presence and user engagement.

Web Marketing Co-op

(Jan 2023 – Apr 2023)

Solace Systems, Ottawa

- **WordPress Website Management:** Collaborated with international teams to maintain and enhance WordPress websites. Added 12 new pages and updated 23 pages, improving site functionality and user experience.
- **Customization of Themes and Plugins:** Customized WordPress themes and plugins to meet specific project requirements, enhancing site performance and usability.
- **SEO Optimization:** Examined loading speed analytics and SEO performance using Google Analytics and SEMrush, leading to an 8% increase in site efficiency.
- **Front-End Enhancements:** Standardized UX elements (Button, Menu bar, Interactive Form) using JavaScript and React.js on Gatsby Cloud.

Website Content Design Coordinator

(Sep 2022 – Dec 2022)

Canadian Association of Medical Radiation Technologists (CAMRT), Ottawa

- **WordPress Development & Plugin Integration:** Developed 17 WordPress pages using JavaScript and CSS. Integrated and customized plugins like The Events Calendar, Yoast SEO, and WPForms to enhance functionality.
- **Responsive UI Design Implementation:** Ensured websites were user-friendly and responsive across various devices by implementing best UI design practices.
- **Website Enhancement & Accessibility:** Improved website accessibility by ensuring compliance with WCAG 2.1 standards, adjusting color schemes and UI elements.
- **UI Performance Optimization:** Utilized Lighthouse reports to optimize page loading times, improving overall site performance.

ACADEMIC PROJECTS

R.I.S.E. Academy Learning Management System (LMS), *Front-End*

- **Front-End Development:** Collaboratively built a robust LMS interface using PHP (Composer, Twig, Slim framework). Implemented CRUD operations for real-time data display on teacher and student dashboards.
- **Back-End Collaboration:** Coordinated with the back-end team to optimize the database schema for efficient data handling.

Online TV Merchant Dynamic Website, *Front-End + Back-End*

- **Responsive Web App Development:** Developed a responsive bookstore web app using HTML, SCSS, Bootstrap, and JavaScript (ES6). Integrated shopping cart functionality and optimized for various devices.
- **SEO Implementation:** Applied SEO best practices to improve search engine visibility and user reach.

EDUCATION

- Diploma with Honours in **Web Development And Internet Applications**, Algonquin College, Ottawa, Canada (2021-2023), **CGPA:3.9/4.0**
- Bachelor of Arts with Honours in **Marketing and Management**, University of Hull (UK), Hong Kong (2015-2016)