

ANTHRANIQUE S MATHER

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PROFESSIONAL EXPERIENCE

CABLE BAHAMAS GROUPS OF COMPANIES

Contract Web Developer

Hybrid

2024-Oct 2025 (Contract Break)

- Manage and maintain six websites across the Cable Bahamas Group of Companies, ensuring optimal performance, security, and user experience while collaborating with internal marketing, brand, and PR departments.
- Develop, update, and maintain responsive web pages using HTML5, CSS3 (including SASS/SCSS-based workflows), JavaScript, and modern CMS platforms, ensuring adherence to organizational digital standards and brand guidelines.
- Optimize website performance for fast loading times, seamless navigation, and enhanced user engagement.
- Serve as the primary technical point of contact for website operations, collaborating with Marketing, Brand, PR, and internal stakeholders to translate business and communication objectives into effective digital solutions.
- Leverage analytics tools to monitor site performance, drive data-informed improvements, and track SEO effectiveness.
- Troubleshoot and resolve technical issues to ensure consistent and reliable web operations.
- Lead planning, design, and implementation of new site features that support digital marketing and PR initiatives.
- Develop and manage rollout timelines, digital infrastructure, and vendor relations for company-wide web migration to Webflow.
- Collaborate with internal teams and external vendors to maintain quality control and brand alignment across all digital platforms.
- Collaborate with UX/UI teams and project managers to support operational goals tied to customer engagement, brand visibility, and campaign tracking.
- Create and maintain project documentation, ensure milestone delivery, and troubleshoot cross-team dependencies.

FREELANCER

Remote

Web Developer, UX/UI Design, UX Researcher, Branding & Digital Specialist

2015-Present

Web Development, UX/UI Design & UX Research:

- Designed, developed, and maintained responsive, user-centered websites using HTML5, CSS3, JavaScript, and modern CMS platforms, incorporating CSS pre-processing workflows (SASS/SCSS, LESS) to support scalable and maintainable styling systems.
- Led end-to-end UX/UI design processes, including user research, wireframing, prototyping, and usability testing to improve usability, engagement, and conversion outcomes.
- Conducted UX research using tools such as Figma, Sketch, and InVision to inform design decisions and validate solutions.

Marketing and Branding Expertise:

- Contributed to comprehensive digital and social media strategies, enhancing brand visibility and user engagement.
- Orchestrated end-to-end design processes, creating visually compelling graphics and digital assets aligned with brand standards.
- Supported digital storytelling through visual content creation for online platforms.

Strategic Business Cases:

- Built strong business cases for digital and creative projects, demonstrating a structured and strategic approach to problem-solving.
- Utilized analytical thinking to identify opportunities for optimization and growth, aligning initiatives with client and business priorities.

- Supported execution of strategic priorities by aligning scope, timelines, and deliverables.

Client Collaboration:

- Established and maintained effective communication channels with clients and stakeholders to ensure requirements were clearly defined and met.
- Adapted to diverse project needs, demonstrating flexibility and solution-oriented problem-solving.

Technological Proficiency:

- Employed UX and web design tools (Figma, Sketch, InVision) to conduct research, prototype designs, and support usability testing.
- Utilized CMS platforms (Wordpress, Webflow) and front-end technologies to deliver and maintain digital solutions.

Key Achievements:

- Successfully managed and executed diverse projects, enhancing client satisfaction.
- Improved brand visibility through strategic marketing and design initiatives.
- Demonstrated adaptability and problem-solving skills in various freelance roles.

EVERYBODY WINS LIVE

Marketing Assistant - Graphics and Social Media

Nassau, BS

2023-2024

- Orchestrated the end-to-end design process, consistently producing visually striking graphics for digital and print materials using Adobe Creative Cloud Suite, contributing to a cohesive and compelling brand image.
- Executed comprehensive social media strategies across platforms such as Instagram, Facebook, Twitter, and LinkedIn.
- Actively captured the essence of various events through adept photography and videography, translating these moments into captivating marketing assets.
- Collaborated with the marketing team to develop and maintain the content calendar, ensuring timely and consistent posting while aligning messaging with marketing objectives.
- Worked closely with the marketing team to contribute to the creation of engaging content for diverse campaigns and promotional activities.
- Managed the day-to-day administrative tasks within the marketing department, ensuring smooth and efficient operations
- Played a key role in organizing and managing promotional activities, ensuring alignment with the broader marketing strategy.
- Contributed actively to the creation and development of content for various campaigns, ensuring alignment with and reinforcement of the brand message.
- Regularly analyzed and reported on customer feedback, providing valuable insights to inform ongoing marketing strategies.
- Executed assigned tasks from the marketing manager.

ZAMAR GROUP OF COMPANIES

Technical Services and Operations Coordinator

Nassau, BS

2023

- Orchestrated seamless day-to-day production and events at multiple locations, ensuring a flawless execution that exceeded client expectations.
- Spearheaded the coordination with clients and vendors, overseeing logistics and staffing schedules for various events, resulting in streamlined operations and improved client satisfaction.
- Conducted comprehensive meetings to meticulously plan and execute events, proactively addressing any issues or concerns to ensure a smooth event flow.

- Managed the intricacies of production logistics timelines, ensuring efficient and timely execution of all tasks.
- Reviewed information quotes with precision to guarantee comprehensive coverage of all equipment and staffing needs.
- Maintained rigorous daily briefings for current and future jobs, ensuring that all concerns were promptly addressed and fostering a collaborative work environment.
- Ensured optimal functioning of all audio-visual equipment before and after events, contributing to a flawless event experience for clients and attendees.
- Managed various other activities relating to production, showcasing versatility in handling diverse responsibilities.
- Prepared and submitted detailed daily reports, showcasing a commitment to transparency and accountability.

FTX DIGITAL MARKETS

KYC/AML Analyst

Nassau, BS

2021-2022

- Conducted meticulous reviews of individual and institutional applications, ensuring compliance with internal regulations.
- Completed screenings for Politically Exposed Persons (PEPs) and Sanctioned Individuals/Institutions, demonstrating a strong understanding of AML/CFT/PF policies.
- Managed logs for critical data, such as Rejected Applications and PEPs, contributing to robust compliance records.
- Collaborated effectively with departments like Compliance, Settlements, and Support, ensuring seamless information flow.

BE ALIV LTD.

Web Developer

Remote

2020-2021

- Create visually appealing designs and graphics using Figma and Adobe Creative Cloud Suite.
- Crafted visually appealing, user-friendly websites, tailoring designs to meet client specifications and needs.
- Leveraged HTML, CSS, JavaScript, and web development frameworks to create responsive, mobile-friendly sites.
- Optimized website performance for fast loading times and enhanced user experience through code and image optimization.
- Analyzed website data with Google Analytics, utilizing insights to drive continuous improvement and user engagement.

SOCIOLOGY AND ANTHROPOLOGY STUDENT UNION

VP of External Affairs

Montreal, QC

2020-2021

- Organized and executed various student union events, including guest speaker presentations and networking opportunities, showcasing exceptional event management skills.
- Led legislative campaigns on behalf of student interests at local, provincial, and national levels, demonstrating strong advocacy abilities.
- Conducted in-depth research on university policy systems and effectively communicated findings to relevant stakeholders, contributing to informed decision-making.

CONCORDIA UNIVERSITY IITS DEPARTMENT

Level 1 Tech and Audio Visual Agent

Montreal, QC

2018-2020

- Provided technical support for lectures, events, and functions, demonstrating proficiency in setting up and operating audio-visual equipment.
- Utilized troubleshooting skills to resolve various technical issues, ensuring seamless operations.
- Maintained accurate records of incidents and requests through the university-wide ticketing system, demonstrating strong organizational abilities.

- Spearheaded multiple university-wide Open House events for over 50 academic departments across all faculties, ensuring flawless execution and AV support.
- Led AV operations for numerous internal and external university events, including high-profile guest lectures, faculty showcases, and recruitment initiatives.
- Collaborated with academic departments and external vendors to ensure the successful delivery of all technical aspects of events.

THE MOVI GROUP AND AV CANADA

Event Producer and Audio-Visual Specialist

Nassau, BS/Montreal, QC

2018-2020

- Managed full production lifecycle for live and hybrid events, including staffing, timelines, equipment logistics, rehearsals, and execution.
- Set up, operated, and maintained audio equipment for live events, concerts, recording sessions, and broadcast productions, with a significant portion of events conducted at hotel properties.
- Mixed and edited audio tracks using digital audio workstations such as Pro Tools, Logic Pro, and Ableton Live.
- Configured and tuned sound systems for live events and performances, including concert venues, theaters, and corporate events, ensuring optimal sound quality in diverse settings.
- Collaborated with producers, directors, and other production team members to ensure that audio met technical and creative specifications.
- Troubleshooted and resolved technical problems with equipment, including wiring, software, and hardware issues.
- Maintained equipment inventory and ordered replacement parts as needed.
- Oversaw client communications, ensuring briefs were translated into actionable plans for AV, technical, and production teams.
- Provided operational reports to senior leadership post-event to assess performance and areas for optimization.

EDUCATION

CONCORDIA UNIVERSITY

Bachelor of Arts in Sociology Specialization

Montreal, QC

2018-Present

- 108 of 120 credits completed.

WEST LOS ANGELES COLLEGE

Associate of Arts in Music - Transfer

Culver City, CA

2016-2017

SAE INSTITUTE OF TECHNOLOGY

Audio Engineering

North Miami, FL

2015

ADDITIONAL INFORMATION

- Technical Skills: **Operations Management:** Workflow Optimization, Team Coordination, Vendor Management, Cross-Functional Collaboration, Event Logistics, Client Relations **Digital Strategy & Marketing:** Campaign Development, Social Media Management (Instagram, Facebook, TikTok, Twitter), Content Planning, SEO, Paid Media (Meta Ads, Google Ads, TikTok Ads) **Creative Design & Branding:** Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro), Figma, Canva, UI/UX Design, Visual Storytelling. **Web Development:** HTML5, CSS3, JavaScript, Webflow, WordPress, Contentful, Shopify (and other cms), Website Performance Optimization, User Experience (UX) Design. **Event Production & AV Management:** Event Planning, Production Coordination, Technical Support, Digital Audio Workstations (Pro Tools, Logic Pro, Ableton Live), Video Streaming (OBS, Streamyard). **Analytical & Reporting Skills:** Google Analytics, Data-Driven Decision Making, Campaign Performance Analysis, A/B Testing. **Project Management Tools:** Trello, Notion, Slack, Google Workspace, Pipefy, Asana
- Certifications: Chainalysis KYT, Chainalysis Cryptocurrency Fundamentals, Chainalysis Reactor Certification