

Melissa Taylor

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Education

University of Toronto

Toronto, ON

Certificate of Completion - Full-Stack Web Development

Jan - April 2023

- With a front-end and back-end focused curriculum, I am now able to develop and deploy full-stack web applications, working with web servers, APIs, and databases.
- Passionate about continuous learning and staying up-to-date with emerging technologies, including AI.

Toronto Metropolitan University (formerly Ryerson University)

Toronto, ON

Bachelor of Arts - Media Production

August 2021

- Named one of the top 15 international media schools
- Studies primarily rooted in interaction design, programming and robotics, media theory, and digital fabrication.
- Dean's List 2020, 2021

Technical Skills

Programming Languages

Web Development (HTML, CSS, JavaScript)

Technologies

React, Node, Express, jQuery, , MySQL, MongoDB, GraphQL, Jest, Git, Github/Gitlab, Heroku, RESTful Web Services

Other

Figma, Adobe Suite (Photoshop, Illustrator, After Effects, InDesign, Dimension), MailChimp, Microsoft Office, Blender, Fusion360,

Work Experience

Web & Digital Media Coordinator

Markham, ON

Canadian Institute of Steel Construction

Oct 2022 - Jan 2023

- Developed and implemented a comprehensive web and digital media strategy for promoting a government grant program, including designing and updating website content, and producing multimedia content such as ads and videos.
- Liaised with print houses, billboard companies, and other vendors to negotiate pricing and ensure timely delivery of promotional materials
- Collaborated with stakeholders to ensure that all web and digital media materials meet branding and messaging guidelines of both the CISC and the government, and analyzed data and metrics to evaluate the effectiveness of web and digital media initiatives and make recommendations for improvements.

Senior Marketing Manager

Toronto, ON

Optimize Wealth Management

Jan - Jun 2021

- Designed and created public website and internal web portal for the company using UX/UI concepts and front-end coding
- Integrated various interactive investor service tools with Hubspot CRM
- Created graphic and motion assets, 3D mockups, edited videos, and wrote copy for the company's social media and websites
- Collaborated with CEO and key stakeholders to shape brand strategy and define user requirements
- Created and oversaw the development of various marketing campaigns that led to substantial business growth throughout my tenure

UX Assistant

Toronto, ON

Dr. Roozbeh Manshaei - Senior Bio-Informatician, Ted Rogers Cardiac Genome Clinic

Jan - Jun 2021

- Using UX/UI concepts, collaborated with research team to fully understand the needs of the end user and the goals of the research team
- Utilized Blender, Fusion 360 and Unreal Game Engine to design and execute, from thousands of 2D data points, a 3D user experience which allows users enhanced and more effective data visualization and manipulation capability.

Freelance Digital Designer

Toronto, ON

Self-Employed

2018 - now

- Utilized Agile principles to ensure efficient and effective project delivery, including iterative development, collaboration, and continuous improvement, which have allowed me to deliver high-quality work on time and within budget.
- Proficient in mobile-first design principles, including responsive layouts and user interface considerations for mobile devices.
- Deliverables include: print, digital, motion graphics, video, 3D, promo material, copywriting, podcast production, UX/UI, consulting, and web design.
- Clients include: small businesses, financial service companies, radio stations, media companies, musicians, and startups

Certifications

Hootsuite Platform Management

2021

Industry-recognized course that teaches marketers foundational social marketing skills that they can use to grow followers, engagement, and business results, and maximize ROI

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