

YASMINE SALIM

CONTACT INFORMATION

 **Dubai, United Arab Emirates**

 **ysalim@uwo.ca**

 **519-933-9957**

EDUCATION

2016

Westminster Secondary School
Ontario Secondary School Diploma

Sep 2016
Jun 2020

University of Western University
Double Major in Criminology and Sociology

Oct 2021
Aug 2023

triOs College
Enterprise Web and Mobile Developer + Internship (Honors)

SKILLS

Web Development & Design: HTML5, CSS3, BootStrap, JavaScript & PHP

SEO & Copywriting: SEO + Engaging Content

CMS: WordPress

Design Tools: Adobe Creative Suite + Figma

Digital Marketing: Google Ads + Social Media Management

App Development & Design: Swift UI + Java

PROFESSIONAL SUMMARY

My unconventional path to **Web Development** has given me a **unique perspective** and a **diverse skill set**. My **distinctive expertise** fuels my **creativity** and enhances my **problem-solving** abilities. Specializing in **Full Stack Development** and **WordPress**, I craft **dynamic, responsive** websites using design tools like **Figma** and **Adobe Creative Cloud**. My diverse experiences drive me to deliver **innovative, tailored solutions** that consistently exceed client goals.

WORK EXPERIENCE

Sep 2024
Present

IntegriMark Inc. | Remote
Web Developer + Google Ads specialist | 6 Week Contract + Ongoing

- Led the Canada Digital Adoption Program (CDAP) implementation, redesigning the website and marketing strategy.
- Launched a successful Google Ads campaign that boosted traffic and conversions.
- Optimized website speed, scalability, and SEO for better performance and responsiveness.

Aug 2024
Oct 2024

Zainer Details | Remote
Brand Strategist + Web Developer

- Created a distinctive logo and developed a cohesive brand identity.
- Designed and launched the company website to establish an online presence.
- Developed a comprehensive startup package to support brand positioning and marketing efforts.

Nov 2022
Jan 2024

SmartWebPros. | Remote
Web Developer

- Developed and maintained websites using WordPress and Full Stack technologies.
- Translated designs into responsive front-end code.
- Enhanced website elements using Figma and Adobe Creative Cloud.
- Consistently met client deadlines, delivering exceptional results.

March 2020
June 2023

Epsy Digital Agency | Remote
On-Call Content Specialist & Web Developer

- Managed social media pages (Instagram, Facebook, LinkedIn, Twitter).
- Elevated brands' online presence with professional and visually appealing content.
- Expert in content creation and management, enhancing design capabilities.
- Created engaging content aligned with current social trends.

March 2020
Present

Freelance | Remote
Full Stack Web Developer & Designer

- Elevate clients' online presence with custom websites, SEO, logos, ad creatives, and designs.
- Collaborate directly with business owners to define goals and development plans.
- Adapt and utilize various software tools to meet specific client needs.
- Develop clear and detailed flow charts to outline project plans.

2019



HCH INC. | London ON
WordPress Developer (Contract)

- Contracted by a startup to build and optimize a responsive website using WordPress.
- Utilized plugins, themes, Elementor, and theme file editors to create a sleek, user-friendly digital platform.
- Transformed the client's vision into a polished site, exceeding expectations.



VOLUNTEER EXPERIENCE

Jan 2020
Apr 2020

- Enrolled in City Studio at King's University College, collaborating with the City of London's Child and Youth Network to enhance literacy and child well-being.
- Developed a community profile of high-risk neighborhoods in London, analyzing child development scores, low-income households, education levels, and newcomer populations.
- Collaborated on a policy report with recommendations for a literacy strategy involving education and healthcare sectors.
- Presented our findings at the City of London's Hubbub event.

www.linkedin.com/in/yasminesalim 
<https://www.yasminesalim.com> 



 <https://dribbble.com/savvYazzy>
 <https://github.com/savvYazzy>