

# YASMINA SALIM

## CONTACT INFORMATION

 **Dubai**, United Arab Emirates

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 **+1 519-933-9957** WhatsApp Only

## EDUCATION

2016	Westminster Secondary School Ontario Secondary School Diploma	Web Development & Design: HTML5, CSS3, BootStrap, JavaScript & PHP SEO & Copywriting: SEO + Engaging Content
Sep 2016 Jun 2020	University of Western Ontario Double Major in Criminology and Sociology	CMS: WordPress Design Tools: Adobe Creative Suite + Figma
Oct 2021 Aug 2023	triOs College Enterprise Web and Mobile Developer + Internship (Honors)	Digital Marketing: Google Ads + Social Media Management App Development & Design: Swift UI + Java

## SKILLS

## 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 | 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

### IntegriMark Inc. | Remote

#### Web Developer + Google Ads specialist | 6 Week Contract + Ongoing

- Sep 2024  
Present
- 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.

### Zainer Details | Remote

#### Brand Strategist + Web Developer

- Aug 2024  
Oct 2024
- 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.

### SmartWebPros. | Remote

#### Web Developer

- Nov 2022  
Jan 2024
- 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.

### Epsy Digital Agency | Remote

#### On-Call Content Specialist & Web Developer

- March 2020  
June 2023
- 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.

### Freelance | Remote

#### Full Stack Web Developer & Designer

- March 2020  
Present
- 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.

### 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.linkedin.com/in/yasminesalim) 

<https://www.yasminesalim.com> 



 <https://dribbble.com/savvYazzy>

 <https://github.com/savvYazzy>