

# YASMINE SALIM

## EDUCATION

2016	<b>Westminster Secondary School</b> Ontario Secondary School Diploma
Sep 2016 Jun 2020	<b>University of Western University</b> Double Major in Criminology and Sociology
Oct 2021 Jul 2023	<b>triOs College</b> Enterprise Web and Mobile Developer + Internship

## SKILLS

Fluent in **Arabic** and **English**  
**Software Expert**  
App Development: **Swift UI / Java / Kotlin**  
**WordPress & Elementor**  
**HTML5, CSS3, JS, Java, PHP, React.JS +**  
**Adobe XD, Photoshop, Figma, Illustrator, Canva**

## CONTACT DETAILS



London, **Ontario**. Canada



**ysalim@uwo.ca**



**519-933-9557**

## WORK EXPERIENCE

### **Epsy Digital Agency** | Remote

#### **Content Specialist**

- I hold the responsibility for the brands' Social Media pages such as their Instagram, Facebook, LinkedIn & Twitter.
- Successful in showcasing the brands' online presence in a professional yet visually appealing manner
- Became an expert in content creation/management, enhancing my graphic design capabilities
- Successful in producing engaging content for the brand; keeping them up to date with current social trends

### **Transcom North America** | Remote

#### **Apple Technical Support Advisor**

- Worked as an Inbound Technical Support Advisor for Apple
- Successfully completed iOS Software Troubleshooting/Product Training for all Apple Products
- Became an expert in troubleshooting iOS and Mac OS software
- My metrics all maintained at 100% for compliance and customer surveys

### **TD Canada Trust** | 745 York St.

#### **Inbound Credit Card Specialist**

- Successful in my compliance, financial advice, efficiency and sales to customers each shift
- Adapted to the utilization of computer programs to aid in completing financial requests over the phone
- Met sales goals and exceeded unit requirements at the end of each shift
- LEI (Customer Service Surveys) were my greatest success during the job

### **Wellwise by Shoppers Drug Mart** | 641 Commissioners Rd E

#### **Customer Service Representative**

- Fulfilled my role as both a secretary to the orthopaedic doctor and customer service representative to the store
- Obtained prescriptions from customers and the appropriate item for their needs
- Endorsed points cards and promotional coupons to customers
- Counted each till at the end of each closing shift, and completed deposit slips

### **Gymboree** | 1105 Wellington Rd White Oaks Mall

#### **Key Holder & Sales Specialist**

- I was responsible for maintaining the front and back end of the store
- In charge of assigning responsibilities on my employees prior to each shift

### **MYSL** | Muslim Youth Soccer League

#### **Soccer Coach**

- I was given the responsibility to lead a group of children aged 4-7 to learn the basics of soccer
- I was required to supervise the group of children and make sure each child was on track
- I also had to actively conduct different drills each session

### **Hudsons Bay** | 1250 Wellington Rd, London ON.

#### **Sales Associate**

- Provided customer service and placed orders for customers over the telephone both inbound/outbound
- Aided the store in an inventory count
- Presented Master Cards and Warranty Plans at every transaction
- Informed customers about products in each department of the store

May 2016  
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May 2017

**Farm Boy** | Wellington Road, London ON.

Cashier and Service


- My duty as a cashier was to scan groceries speedily though efficiently
- Performed the duty of a 'host' at the Hot/Salad bar in which I interacted and provided samples with/to the customers


## VOLUNTEER EXPERIENCE

Jan 2020  
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Apr 2020

- Enrolled in City Studio course in the Department of Sociology at King's University College (Community-based work)
- As part of this experiential learning course, we partnered with the City of London's Child and Youth Network to develop a strategy to improve literacy rates and child well-being in our community
- Was responsible for developing a community profile of high risk neighborhoods in London based on a) child language and cognitive development scores on the Early Development Instrument, b) children under the age of 6 living in low-income households, c) the percentage of families headed by a parent without a high school diploma or equivalent degree, and d) newcomer populations.
- In collaboration with other students, we prepared a policy report outlining our recommendations for a literacy strategy involving the education and health care sectors in London
- Prepared a poster of our work and displayed it at the City of London's Hubbub, a showcasing event for all City Studio courses

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[www.linkedin.com/in/yasminesalim](http://www.linkedin.com/in/yasminesalim) 

<https://www.yasminesalim.com> 



<https://dribbble.com/savvYazzy> 

<https://github.com/savvYazzy> 