

YASMINA SALIM

CONTACT INFORMATION

 **Dubai**, United Arab Emirates

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 **+1 519-933-9957**

EDUCATION

2016	Westminster Secondary School Ontario Secondary School Diploma
Sep 2016	University of Western Ontario Double Major in Criminology and Sociology
Jun 2020	triOs College Enterprise Web and Mobile Developer + Internship (Honors)
Oct 2021 Aug 2023	

SKILLS

WordPress: Custom Themes, Elementor, Plugins, WooCommerce
E-commerce Solutions: Product Pages, Checkout & Payments
SEO & Content Optimization: On-Page SEO, SEO-Friendly Copywriting
Frontend Technologies: HTML, CSS, JavaScript, PHP, Responsive UI
Design Tools: Adobe Creative Suite, Figma
Digital Marketing: Google Ads, Social Media Management

PROFESSIONAL SUMMARY

WordPress Developer skilled in building and optimizing **custom websites** and **landing pages**. Experienced in creating **responsive, performance-optimized** sites for **small businesses** and **e-commerce solutions**.

WORK EXPERIENCE

IntegriMark Inc. | Remote

Sep 2024 • Nov 2024 **Web Developer + Google Ads specialist • Contract**

- Led the CDAP website redesign and implementation using WordPress
- Built and optimized conversion-focused landing pages for lead generation
- Launched and supported Google Ads campaigns to drive qualified traffic
- Optimized site performance, SEO, and responsiveness across devices

Zainer Details | Remote

Aug 2024 • Oct 2024 **Brand Strategist + Web Developer**

- Developed and launched the company website using WordPress to establish an online presence
- Built custom layouts and responsive pages aligned with the brand identity
- Supported marketing efforts through landing page creation and site optimization
- Assisted in creating brand assets and visual design elements

SmartWebPros. | Remote

Nov 2022 • Jan 2024 **Web Developer**

- Developed and maintained WordPress websites with custom themes and plugins
- Translated design files into responsive, mobile-friendly pages
- Built conversion-focused landing pages to support client goals
- Optimized website performance and SEO for improved speed and usability
- Delivered projects on time while consistently meeting client expectations

Epsy Digital Agency | Remote

March 2020 • June 2023 **On-Call Content Specialist & Web Developer**

- Maintained and updated WordPress websites for multiple clients
- Created landing pages and web content that aligned with brand goals
- Managed social media content to support online presence and engagement
- Collaborated with design teams to implement visually appealing and responsive layouts
- Produced content and design elements following current trends to enhance user experience

Freelance | Remote

March 2020 • Present **WordPress Developer & Designer**

- Built and maintained custom WordPress websites for clients, including landing pages and e-commerce features
- Collaborated directly with business owners to define project goals and development plans
- Adapted and utilized various tools to implement client-specific website functionality
- Created flow charts and project outlines to ensure clear, organized development workflows

HCH INC. | London ON

2019 **WordPress Developer (Contract)**

- Built and optimized a responsive WordPress website for a startup
- Used plugins, themes, Elementor, and theme file editors to create a user-friendly platform
- Translated client vision into a polished, functional website