

# YASMINE SALIM

## CONTACT INFORMATION



London, Ontario, Canada



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519-933-9957

## EDUCATION

2016  
Westminster Secondary School  
Ontario Secondary School Diploma

Sep 2016  
University of Western University  
Jun 2020  
Double Major in Criminology and Sociology

Oct 2021  
triOs College  
Aug 2023  
Enterprise Web and Mobile Developer + Internship (Honors)

## SKILLS

Web Development; HTML5, CSS3, JavaScript, Git  
SEO & Copywriting: SEO best practices + engaging content creation

Frameworks: React  
CMS: WordPress

Design Tools: Adobe Creative Suite + Figma  
Web & App 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

### 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)

- 2019
- 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>