

YASMINE SALIM

CONTACT INFORMATION

 **Dubai, United Arab Emirates**

 **ysalim@uwo.ca**

 **+1 519-933-9957**

EDUCATION

SKILLS

2016	Westminster Secondary School Ontario Secondary School Diploma	WordPress: Custom Themes, Elementor, Plugins, WooCommerce E-commerce Solutions: Product Pages, Checkout & Payments
Sep 2016 Jun 2020	University of Western University Double Major in Criminology and Sociology	SEO & Content Optimization: On-Page SEO, SEO-Friendly Copywriting Frontend Technologies: HTML, CSS, JavaScript, PHP, Responsive UI
Oct 2021 Aug 2023	triOs College Enterprise Web and Mobile Developer + Internship (Honors)	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

Sep 2024 Nov 2024	IntegriMark Inc. Remote Web Developer + Google Ads specialist • Contract <ul style="list-style-type: none">Led the CDAP website redesign and implementation using WordPressBuilt and optimized conversion-focused landing pages for lead generationLaunched and supported Google Ads campaigns to drive qualified trafficOptimized site performance, SEO, and responsiveness across devices
Aug 2024 Oct 2024	Zainer Details Remote Brand Strategist + Web Developer <ul style="list-style-type: none">Developed and launched the company website using WordPress to establish an online presenceBuilt custom layouts and responsive pages aligned with the brand identitySupported marketing efforts through landing page creation and site optimizationAssisted in creating brand assets and visual design elements
Nov 2022 Jan 2024	SmartWebPros. Remote Web Developer <ul style="list-style-type: none">Developed and maintained WordPress websites with custom themes and pluginsTranslated design files into responsive, mobile-friendly pagesBuilt conversion-focused landing pages to support client goalsOptimized website performance and SEO for improved speed and usabilityDelivered projects on time while consistently meeting client expectations
March 2020 June 2023	Epsy Digital Agency Remote On-Call Content Specialist & Web Developer <ul style="list-style-type: none">Maintained and updated WordPress websites for multiple clientsCreated landing pages and web content that aligned with brand goalsManaged social media content to support online presence and engagementCollaborated with design teams to implement visually appealing and responsive layoutsProduced content and design elements following current trends to enhance user experience
March 2020 Present	Freelance Remote WordPress Developer & Designer <ul style="list-style-type: none">Built and maintained custom WordPress websites for clients, including landing pages and e-commerce featuresCollaborated directly with business owners to define project goals and development plansAdapted and utilized various tools to implement client-specific website functionalityCreated flow charts and project outlines to ensure clear, organized development workflows
2019	HCH INC. London ON WordPress Developer (Contract) <ul style="list-style-type: none">Built and optimized a responsive WordPress website for a startupUsed plugins, themes, Elementor, and theme file editors to create a user-friendly platformTranslated client vision into a polished, functional website