

SUMMARY OF SKILLS

- Ability to create content for online platforms, social media, digital and email content creation
- Understanding of website, social and email marketing including UX writing and experience with SEO
- Advanced skills in Adobe Creative Suite, digital photography, audio/video editing, social media platforms, scheduling, and SEO
- Deadline-driven multi-tasker with a strong attention to detail, and excellent organizational skills
- Can develop custom forms, including multi-step form, and backend submission. Possess strong English copywriting and editing skills
- In-depth knowledge of graphic design, styles, typography, and layout techniques
- Excellent communicator and creative thinker, with an ability to use both data and intuition to inform decisions
- Ability to operate in a fast-paced environment with changing priorities, excellent project management, time management, and prioritization skills
- Able to collaborate with agency to ensure that social media responses are accurate and ensuring that any crisis management is handled appropriately with relevant stakeholders
- Thinks 'out-of-the-box' to creatively resolve and diagnose complex development and analytics implementation issues
- Capable to oversee design elements and follow brand guidelines and provided designs
- Able to develop, evaluate and prioritize different technical solutions on ease of implementation, ease of upkeep, scalability, and security
- Ability to use JavaScript to develop personalized web page user experiences, and to create custom animations on landing pages and websites
- Currently training on full stack development, front-end development, design and content strategy for online immersion and Social Media Content Management
- Strong understanding of typography, graphics, colour palettes and principles of design necessary to ensure a pleasant end user experience

SKILLS

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|-------------------------------|-----------------------------|--------------------|
| • Digital Product Design | • Photoshop | • iMac |
| • User Interface & Experience | • Illustrator | • Macbook Pro |
| • Web Development | • Premier Pro | • iPad, iPhone |
| • Media Creation | • After Effects | • Canon Cameras |
| • Digital Project Management | • Acrobat Pro | • Lenses |
| • Video Editing | • Microsoft Office Suite | • Grip Gear |
| • Graphic Design | • Canva | • Lights Gear |
| • IT Consulting | • Figma | • Tripods, Sliders |
| • Design Research | • Bootstrap Framework | • Photo Setup |
| • Digital Marketing | • HTML5, CSS, JS, AJAX, PHP | • Video Setup |
| • Digital Administration | • Mailchimp | • Drones |
| • Email Design & Marketing | • CapCut | • GoPros |
| • Storyboarding | • Social Media Platforms | • OSMO |
| • Videography | • Windows | • Backup Drives |
| • Photography | • MAC OS | • Backup Readers |
| • Desktop Support | • FTP, Hosting, Domains | • Scanners HiRes |
| | • Visual Studio Code | • PC Builds |
| | • Text Editors | |

WORK EXPERIENCE

Digital Content Specialist | Exfetch

May 2023 to Present

- Responsible for creating content flow, user experience, and process through to deliver a website with media product design and services
- Research and consult to clients proposed product service solutions for development, creation, and presentation
- Effectively and efficiently manage projects for website design and development, video production, and photography
- Create strategy and develop digital products for marketing and media that is original, consistent in style, quality, and on brand
- Design and develop websites and create media with video, photography, aerial filming, and animation

Web Designer & Developer contractor | Marketsites.ca– Toronto, Canada

2003 to 2008

Web Designer & Developer | Signature Vacations

May 2008 to June 2008

- Responsible for web portal and maintained website pages and new developments
- Approached other web portals for analysis of structure and redesign
- Liaised and coordinated with higher management, IT, and marketing

Web Designer & Developer | Xe.com

February 2007

- Responsible for web analysis, researching potential website objectives and initiatives
- Completed structure, marketing, and process positioning of public website, and liaised/coordinated with higher management

Team Leader Web Development Team | Post Media formally CanWest Interactive

August 2005 to December 2005

- Hired and led a team of 10 developers for the new Canada.com website
- Developed with 300 wireframes and style guides
- Completed project planning and tasking with marketing team, and used CSS, HTML, and JavaScript
- Advanced knowledge of website and network topology

Web Designer & Developer | CTI – Cesaroni Technology Inc.

June 2004 to March 2005

- Conceptualized and created original design of website, and completed restructuring of pre-existing site with content control
- Photographed product line for online display, and liaised/coordinated with all levels of senior management

Web Designer & Developer | Teknion

August 2004 to December 2004

- Responsible for maintaining and updating Teknion.com website including collaborated with corporate marketing, IT, Canadian marketing, Sales, and designers
- Provided internet technology solutions for marketing and sales initiatives
- Updated website for two product launches, created animation, consulted on structure of website and technical implications, and met on behalf of the company with third party suppliers

Web Designer & Developer | KML Building Solutions

December 2003 to March 2004

- Created and restructured websites, designed marketing materials, and implemented search engine, and testing environment
- Researched and corresponded with clients, wrote press releases, provided ongoing technical support and training to senior management

Web Project Leader, Web Administrator | MedAS/BBC

September 2001 to December 2001

- Re-designed, developed, and maintained web-based sites and applications on internal and external client Intranet
- Consulted with clients and third-party suppliers to address and analyze technical requirements for web-based solutions
- Promoted to project leader; planned, managed, developed HR Intranet site, and participated in candidates hiring process
- Prototyped new intranet design and layout on BBC intranet site

Web Developer | British Telecom

February 2001 to April 2001

- Developed front-end global applications on BT's Genie Internet unified messaging system
- Developed custom applications on a database driven website using content management server Vignette 5.5 web Learned advanced development on new technologies module-based server OpenWave, and Phone.com

Web Designer & Developer | Psion Computers

March 2000 to December 2000

- Worked with the marketing team to developed and designed the presence of online sites
- Maintained all websites, optimized images, promotional launches, addressed third party suppliers
- Reported web statistics, designed, and developed animated presentations for product launch and presentations Designed and developed an international marketing portal

EDUCATION, TRAINING AND CERTIFICATIONS

Problem Solving & Programming Logic course Sheridan College	2008
Java Sheridan College	2008
Supervising & Managing People Peel Education Continue Studies	2007
French Peel Education Continue Studies	2007
International Trade Peel Education Continue Studies	2007
Effective Project Management University of Toronto - Continue Studies	2005 – 2006
Web Strategy/Presence University of Toronto - Continue Studies	2005 – 2006
Competitive Intelligence University of Toronto - Continue Studies	2005 – 2006
Semiotics in Advertising University of Toronto - Continue Studies	2005 – 2006
Java JavaConsult	2001
Microsoft Certified Systems Engineer Unicom Information Systems	
PC Specialist Unicom Information Systems	
Internet Applications Specialist/Web Design & Development	