

New Media & Technology Professional

Continue working as a Front End Developer developing key areas of expertise.

Skillset

- * Internet Languages: HTML5 [2], CSS3 [2], jQuery [3], Javascript[4].
- * Web Tools & Software: SVN [3], Adobe Web Premium, Photoshop CS4, W3C standards.

Highlights of Qualifications

- * Proven track record of increasing revenues throughout website marketing initiatives.
- * Comfortable working individually or in a team agile environment.
- * Resourceful and detail-oriented able to prioritize tasks to achieve project goals.
- * Experienced developing responsible web application and sites.

Employment History

eHealth Ontario

Front End Developer

Nov 2016 – Feb 2017

Technology Used: HTML, CSS, Javascript, JQuery

I was responsible for coding new website components in Expression Engine CMS. Also I was responsible for coding and deploying responsive email campaigns

RBC

Front End Developer

Jun 2015 – Aug 2016

Technology Used: HTML, CSS, Javascript, JQuery

I was responsible for the **design and development of HTML Marketing English & French Emails, as well as their corresponding landing pages. Attended weekly meetings with Project Managers to gather requirements as well as reporting project status.**

My primary responsibilities were:

- * To develop HTML to meet email best practices for viewing across multiple platforms and mobile applications while at the same time, addressing HTML and scripting compatibility issues between different browsers and computing platforms.
- * Continuously enhance and maintain internal email templates and standards
- * Create responsive Landing Pages.
- * Create dynamic and targeted emails using ExactTarget email platform.
- * A/B Testing
- * Establish and maintain end to end work flow diagram.

- * Continuously monitor industry trends, technologies, and standards with respect to online marketing and be able to research, recommend, and apply/roll out new technologies as they emerge.

Postmedia Network Front End Developer **Jan 2015 – April 2015**

Technology Used: HTML, JQUERY, CSS, Javascript

- * Code and implement using Javascript and in house CMS tool, perform routine updates
- * Produce and implement content for Desktop and Mobile devices

HostPapa Front End Developer **Oct 2014 to Jan 2015**

Technology Used: JQUERY, XHTML, CSS, HTML5, CSS3,

- * Manage all web properties for HostPapa clients
- * Build email blast for external clients on quarterly basis

Conversion Media Front End Developer **Apr 2014 to Sept 2014**

Technology Used: JQUERY, XHTML, CSS, HTML5, CSS3, EXACTTARGET, AMPscript

- * Developed SiriusXM web properties, email campaigns, external and internal websites
- * Perform Live QA and assisted in other campaigns

Organica Studio Front End Developer **Feb 2014 to Apr 2014**

Technology Used: JQUERY, XHTML, CSS, HTML5, CSS3, WORDPRESS

- * Participated in the design, creation and implementation on its Responsive Website
- * Developing and updating content throughout the site

MacLaren McCann Front End Developer **Nov 2013 to Jan 2014**

Technology Used: JQUERY, XHTML, CSS, HTML5, CSS3, EXACTTARGET, AMPscript

- * Developed GM Canada web properties ; email campaign, external and internal websites

TC Media Digital Media Developer **Mar 2013 to Oct 2013**

Technology Used: XHTML, CSS, HTML5, CSS3

Bell Email Campaign development

- * Developed and QA bilingual email campaigns for desktop and mobile for Bell Canada
- * Campaigns: Virgin Mobile, ScotiaBank, Scholastic, Boston Pizza, Holt Renfrew, OLG

March of Dimes Canada Web Content Developer **Jan 2013 to Mar 2013**

<http://marchofdimes.ca/>

Technology and Software Used: XHTML, CSS, SharePoint 2010, AJAX, Raisen

- * Developed Internet marketing initiatives to increase Web site visibility and traffic

Scotiabank Front End Developer **Sep 2011 to Dec 2012**

<http://scotiabank.com/>

Technology Used: XHTML, CSS, SharePoint 2010, CMS "Vignette"

* Work creatively with XHTML, CSS and Javascript to develop high-impact page layout

Totem Brand Stories Web Content Developer **Nov 2010 to Jul 2011**

***Home Depot Garden Club Account**

<http://gardenclub.homedepot.com/>

Technology Used: XHTML, CSS, JavaScript, SharePoint 2010 and Ektron CMS400.NET

* Performed Migration of content from Ektron CMS into Umbraco 4 CMS

***Rouge Magazine Account**

<http://www.theroquemag.com/>

Technology Used: XHTML, CSS, JavaScript, PhotoShop CS4, Microsoft Share Point

* Coded new pages using XHTML and CSS for the Rouge Magazine Website.

* Coordinated with copywriters on content of Website.

* Programmed products SKU numbers on pages to view products and descriptions.

AGFA HealthCare UI Web/ Content Developer **Mar 2010 to Oct 2010**

Technology Used: XHTML, CSS, JavaScript, JQuery, Photoshop CS4

* Developed medical XHTML reports to adjust different browsers including IE6.

* Build an e-demo (interactive brochure) to explain the use and features of "Xero".

Mindblossom Front End / Content Developer **Apr 2009 to Aug 2009**

<http://www.linkedin.com/company/mindblossom/>

Technology Used: SVN, CSS, XHTML, JavaScript, PhotoShop CS3

* Maintained and Updated CitiCards.ca website and Citi Bank micro site

* Developed and implemented Ready for U Website for Proctor & Gamble.

* Developed weekly Email Newsletters for [PizzaHut.ca](http://www.pizzahut.ca), [De Sousa Wines](http://www.de-sousa.com) and [Taco Bell](http://www.tacobell.com).

Webkinz.com (GANZ) Front End Developer **Oct 2008 to Mar 2009**

<http://www.webkinz.com/>

Technology Used: SVN, PHP, CSS, XHTML, JavaScript, PhotoShop CS3

* Perform maintenance of *Webkinz.com* for their existing and new languages pages.

* Ensured projects and code implementations were cross browsing compliant (IE6)

SickKids Foundation Web Developer **Mar 2008 to Sep 2008**

<http://www.sickkidsfoundation.com/>

Technology Used: CSS, XHTML, JavaScript, PhotoShop CS3

* Developed, implemented and QA of the following websites on behalf of Sick Kids:

Sick Kids Radiothon; Kids Cure Quest; Change Crusaders; Browns Shine in the Shadow

Education

Humber College of Applied Arts and Technology
Ontario

Etobicoke,

Rich Media Internet Diploma
April 2007

Sept 2006-