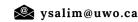
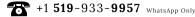
### CONTACT INFORMATION



Dubai, United Arab Emirates





## EDUCATION

### SKILLS

Westminster Secondary School Web Development & Design; HTML5, CSS3, BootStrap, JavaScript & PHP 2016 Ontario Secondary School Diploma SEO & Copywriting: SEO + Engaging Content CMS: WordPress University of Western University Sep 2016 Double Major in Criminology and Sociology Design Tools: Adobe Creative Suite + Figma Jun 2020 Digital Marketing: Google Ads + Social Media Management triOs College Enterprise Web and Mobile Developer + Internship (Honors) App Development & Design: Swift UI + Java Oct 2021

# 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** | **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

# IntegriMark Inc. | Remote

### Web Developer + Google Ads specialist | 6 Week Contract + Ongoing

Sep 2024 Present

Aug 2023

- Led the Canada Digital Adoption Program (CDAP) implementation, redesigning the website and marketing strategy.
- Launched a successful Google Ads campaign that boosted traffic and conversions.
- Optimized website speed, scalability, and SEO for better performance and responsiveness.

#### Zainer Details | Remote

### Brand Strategist + Web Developer

Aug 2024 • Oct 2024

- Created a distinctive logo and developed a cohesive brand identity.
- Designed and launched the company website to establish an online presence.
- Developed a comprehensive startup package to support brand positioning and marketing efforts.

### 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).
- $\bullet$  Elevated brands' online presence with professional and visually appealing content.
- $\bullet$  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

- $\bullet \ Elevate \ clients' \ online \ presence \ with \ custom \ websites, \ SEO, \ logos, \ ad \ creatives, \ and \ designs.$
- 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

2019

#### WordPress Developer (Contract)

- 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

• 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.

Jan 2020 • Apr 2020

- 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 in

https://www.yasminesalim.com



https://dribbble.com/savvYazzy

https://github.com/savvYazzy