

January 3rd, 2023

Re: Senior Designer, Web

To Whom It May Concern:

This letter is to accompany my resume as an application for the above position with Walmart Canada.

As a creative and accomplished web content designer with comprehensive experience developing and managing rich, compelling content for a variety of websites, I feel confident that I could vastly exceed your expectations for this role. I have had the opportunity and the challenge to build digital content for national organizations such as Walmart Canada, Accessible Media Inc, Invictus Games Toronto, Gerrie Electric Wholesale, Historica Canada & University of Toronto.

Highlights of my experience include the following:

- Optimizing web product pages and deploying visual content for Walmart Canada while working collaboratively with cross-functional business teams to manage site designs and maintain consistent messaging and branding across all sites
- Coordinating the website production of two new University of Toronto WordPress internal sites including theme installation, custom feature plugins, launch, training and support
- Designed digital web ads, e-blasts, brochures, postcards for The Canadian Encyclopedia
- Implementing responsive and accessibility features for Accessible Media Inc during a complete redesign of their English and French front-end website while providing strong knowledge of AODA guidelines
- Training, coaching, and managing CMS users and content providers; editing and proofreading all copy

I possess excellent communication skills with the ability to relay information in a clear and concise manner. I also have great interpersonal skills with the ability to work with others efficiently to achieve a common goal. I have the skills to ensure your website contains fresh, new content that is interesting and informative.

With my expertise in developing and managing a high volume of web content for multiple high-traffic sites, combined with my outstanding interpersonal and leadership skills, I am positioned to significantly benefit your team as your next Senior Designer. I look forward to discussing my qualifications in more detail.

Thank you for your consideration

Danny Gardner

# DANNY GARDNER

## DIGITAL MEDIA DESIGNER

### Profile

An outgoing marketing & digital media professional with 5+ years of proven experience designing engaging content. Advanced knowledge utilizing social media platforms and content management systems to deliver exceptional results.

### Work Experience

#### DEPLOYMENT SPECIALIST, E-COMMERCE

Walmart Canada Mississauga, ON  
November 2020 - Present

- Category deployment lead for Hardlines, Electronics & Entertainment (HLEE)
- Work collaboratively with Graphic Designers, Site Merchandisers, Copywriters, Translators to publish content in a timely manner
- Reference wireframes and mockups to build the walmart.ca visual experience
- Wide knowledge of Walmart branding guidelines and design layouts
- Deployed content as assigned (metadata, short copy, graphics, link updates) on landing pages to Walmart.ca
- Tested content for accessibility in a staging environment prior to the nightly / weekly publish cycles to ensure that changes were made properly
- Managed the CMS repository strategy to ensure content and files were easy to access, intuitive to find while ensuring seamless site maintenance
- Worked in tandem with the Developers to move 1600 rules from Endeca to Tempo CMS and ensured all digital assets were deployed correctly

#### WEB/GRAPHIC DESIGNER - FREELANCE

Remote

The Rotman School of Management, University of Toronto  
May 2021 – September 2022

- Implemented digital communication plans across a broad range of web and social media platforms
- Designed and deployed weekly content updates to rotman.utoronto.ca through the Rotman CMS Sitecore and WordPress systems
- Liaised with colleagues across the University to ensure consistency of digital brand & integrated messaging
- Recommended new opportunities for implementing AODA requirements into internal and external Rotman websites
- Advised strategic communications team on SEO best practices and appropriate techniques to maximize digital communication initiatives
- Analyzed the effectiveness of marketing campaigns and produced web reports using Google Analytics and Siteimprove
- Resolved minor complaints about content and technical errors, referring larger issues to IT



705-794-0855



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Toronto, ON

### Skills

Communication • Ability to work under pressure  
Time management • Self motivation • Conflict resolution  
Leadership • Adaptability • Teamwork • Creativity

#### WEB

HTML • CSS • WordPress • Drupal • Wrike • JIRA  
Joomla • Content Management Systems • SEO  
Google Analytics • Adobe Experience Manager

#### GRAPHIC DESIGN

Photoshop • Illustrator • InDesign • Acrobat • XD  
Typography • Layout • Typography

#### MULTIMEDIA

Adobe Premiere • Final Cut Pro • Media Encoder •  
Compression • DSLRs

#### ACCESSIBILITY

Closed Captioning • Inclusive Design (AODA) •  
Design for Web Accessibility • SEO Best Practices  
ALT Text • Knowledge of Adaptive Technologies

### Education

#### GRAPHIC DESIGN FOR PRINT & WEB

Humber College  
Continuing Education, Post Grad Certificate  
2019

#### ACCESSIBLE DESIGN IN DIGITAL MEDIA

Humber College  
Professional Development  
2019

#### TELEVISION BROADCASTING/VIDEOGRAPHY

Humber College  
Diploma  
2011

# DANNY GARDNER

## DIGITAL MEDIA DESIGNER

### Profile

An outgoing Broadcasting & Digital Media Professional with proven experience creating, curating, and distributing engaging media content. Advanced knowledge utilizing social media platforms and content management systems to deliver exceptional results.

### Work Experience

#### WEB ASSISTANT - CONSULTANT

Remote

Historica Canada

February 2020 – Present

- Posted new and updated HTML articles to The Canadian Encyclopedia in English and French using Content Management System
- Uploaded French translations on The Canadian Encyclopedia
- Implemented HTML widgets for placements in articles
- Created graphics and resized images for ads and e-blasts, brochures & postcards
- Assisted with the creation of content for on-site TV screens
- Tracked web analytics for social posts
- Ensured all web content was accessible

#### DIGITAL CONTENT COORDINATOR

Burlington, ON

Gerrie Electric Wholesale

February 2020 – August 2020

- Assisted with managing social media accounts on various platforms including LinkedIn, Facebook, Twitter, Reddit, and others
- Managed day to day content / updates on the digital properties (Web, Mobile and APP)
- Updated SEO information on all the digital properties, while checking competitive rankings for keywords
- Worked with the Products and Pricing department to identify needs in product information and imagery
- Submitted tickets/cases for website issues and improvements

#### Digital Content Assistant

Toronto, ON

Accessible Media Inc.

November 2017 – September 2018

- Edited and uploaded English & French video content to ami.ca, amitele.ca, and social media platforms
- Performed regular QA analysis of web and closed caption content
- Assisted in cataloguing, editing and proofreading of metadata content for transferring and uploading into CMS
- Supported the development and management of website content by transferring text, images, videos, links, adding appropriate keywords and tags



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#### WEB

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Joomla • Content Management Systems • SEO  
Google Analytics • Adobe Experience Manager

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Photoshop • Illustrator • InDesign • Acrobat • XD  
Typography • Layout • Typography

#### MULTIMEDIA

Adobe Premiere • Final Cut Pro • Media Encoder •  
HandBrake • Compression • Uploading • DSLRs

#### ACCESSIBILITY

Closed Captioning • Inclusive Design (AODA) •  
Design for Web Accessibility

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