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 knowlege 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 tecchniques 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



dj.gardner@hotmail.com



Toronto, ON

Skills

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

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 \cdot Final Cut Pro \cdot Media Encoder \cdot Compression \cdot 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
- Submited tickets/cases for website issues and improvements

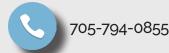
Digital Content Assistant

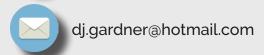
Toronto, ON

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







Skills

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

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 • HandBrake • Compression • Uploading • DSLRs

ACCESSIBILITY

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

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