

# ALISHA JAIN

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## PROFILE

Result-oriented individual with nearly 5 years of experience in web designing, seeking part-time remote opportunity. I look forward to bringing a positive change and to contribute in a way that supports company's growth and objectives.

## SKILLS AND SOFTWARE KNOWLEDGE

Content Management System (CMS) Platforms – SiteCore, WordPress, Shopify, Wix, Squarespace, Square, SharePoint, Weebly and BlackBaud

Search Engine Optimization (SEO) – Keywords research, Meta tags, Meta descriptions, Web page optimization, Image Alt texts, H1 tags

Analytics integration – Website Analytics, Google Analytics, Google Tag Manager, Facebook Pixel

UX/UI and graphics – Figma, Illustrator

Web development/Coding – HTML, CSS

Online meetings tools – Microsoft Teams, Google Meet, Zoom

Work/time Management tools – Trello, Teamwork, Airtable, Calendly

Collaboration tools – Slack, Google Drive, SharePoint, Google

General - Problem-solving, time management, coordination, communication, workload management, team player, adaptable, multi-tasker, coachable, detail-oriented

## EXPERIENCE

### The York School – Web Specialist (July 2023 – present)

- Being the single point of contact to maintain and update internal platforms, external websites, and other micro sites.
- Improving the school's websites to ensure they are consistent with the branding, vision, mission, and objectives of the school.
- Collaborating with multiple stakeholders to update the weekly newsletter microsite.
- Analyzing online performance monthly on Google Analytics and implementing SEO best practices to refine the existing content and to better school's ranking.
- Exploring and leveraging the latest technology to enhance market presence.
- Supporting the marketing and communications team with ad hoc projects.

### Day & Ross – Web Specialist (September 2021 – June 2023)

- Managed and updated the website on Sitecore CMS using the content editor and HTML/CSS.

- Updated the SharePoint site for internal stakeholders.
- Built new web pages as per the company's requirements.
- Analyzed the website data on Google Analytics to provide actionable insights and utilized Looker Studio to create easily understandable reports.
- Designed and implemented SEO strategies and conducted ongoing research to improve the company's ranking as well as overall website performance.
- Collaborated with stakeholders and consultants (Deloitte and IBM) to troubleshoot issues and to ensure all the web projects were aligned and completed in good time.
- Assisted team members in other technical areas as and when needed.

### **Digital Main Street – E-commerce Coordinator (July 2021 – September 2021)**

- Worked one-on-one with clients from different industries to help them establish an online presence.
- Built e-commerce websites from scratch, optimized these sites for SEO, and helped with graphics.
- Trained clients so that they can manage and market their business in the long run.

### **Invest Ottawa – Web Designer/Team Lead (August 2020 – July 2021)**

- Created/redesigned more than 40 websites for clients from various industries.
- Worked independently on each project to provide all deliverables associated with website development, in just 2 weeks.
- Designed websites from scratch, connected domain, and hosting services, optimized websites for user experience and user interface, integrated social media platforms to website for targeted advertisements, optimized websites for SEO purposes.
- Researched and installed plugins to integrate signup forms, product menus, continuous backups, appointment booking platforms, and so on.
- Designed landing pages, social media templates and other graphics.
- Assisted team members in creating a Google My Business account, researching keywords, analyzing social media performance, analyzing the effectiveness of advertisements on Google as well as social media platforms.

### **Market Research Project Assistant (2018 - 2019)**

- Aided Wicket Inc., a software company based in Ottawa, to increase its market share. Conducted secondary research to calculate their current customer base and to help them locate potential customers across North America.
- Assisted My Doma Studio, an interior designing business that operates in Canada and the US, to understand the reason behind the low acceptance rate of their software.
- Helped GHS Enterprise, a consulting firm based in Ottawa, to analyze their application's compatibility before finally launching it in the market.

## **INTERNSHIP AND VOLUNTEER WORK**

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- Avery Dennison (Fortune 500 company) – Marketing Internship
- Help Age (Not-for-Profit for Senior Citizens) – Marketing Volunteer
- District Rotary Club (Youth Development Association) – Public Relations Volunteer

## **EDUCATION**

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- Market Research & Business Intelligence – Post Graduate Diploma (Algonquin College Ottawa, Ontario)
- Marketing Management – Post Graduate Certificate (Fanshawe College London, Ontario)