DANIEL CARLYLE

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EDUCATION

Certificate: Web Design, Development and Maintenance
Humber Institute of Technology, Toronto, ON

Diploma: Public Relations/Corporate Communications
MacEwan University, Edmonton, AB

Bachelor of Arts (B.A.): English/History
University of Alberta, Edmonton, AB

PROFESSIONAL SUMMARY

Experienced marketing professional with over 12 years of expertise in web development, design, writing, and editing. Proven track record of delivering professional web solutions while demonstrating strong communication, leadership, and project management skills. Played a pivotal role in several successful website redevelopment and rebranding initiatives. Equally effective as an independent contributor or a collaborative team member, with a friendly and adaptable approach to working with colleagues of diverse personalities.

SKILLS

- Web Development: HTML5, CSS3, Accessibility, JavaScript, Sass, React, Figma, Next.js, Gatsby, Tailwind, Bootstrap, Shadcn, HubSpot, Git, GitHub
- Backend: PHP, Node.js, Express
- Testing, Linting and Build Tools: Cypress, NPM, LaunchDarkly, ESLint, Jest
- SEO: On-page and content optimization techniques, performance metrics analysis, technical SEO
- Database: MySQL, MongoDB, NoSQL
- Analytics and metrics: Google Analytics, Google Tag Manager, Search Console, HotJar
- Project Management: Asana, Jira, Slack, Hive, Freshdesk, Basecamp
- Content Management Systems: WordPress, Contentful, Drupal, HubSpot, Squarespace, Joomla, Webflow
- Email Marketing: Mailchimp, HubSpot
- Performance and Monitoring: New Relic, PageSpeed Insights, Sentry, DebugBear
- Deployment, Cloud Computing, DevOps Tools: Netlify, Docker, Jenkins, Vercel, AWS, CloudFlare, CloudFront
- CRM Software: Microsoft Dynamics, HubSpot, Salesforce
- SEO Tools: SEMRush, SiteImprove, Ahrefs
- APIs: JSON, AJAX, GraphQL, REST, Express, Zapier

EXPERIENCE

Digital Content Specialist/Publisher, BMO, Oct 2024 - Current, Toronto, ON (contract position)

- Manage the creation, editing, and managing of content in CMS platform.
- Develop and execute content strategies that align with business objectives and audience needs.
- Coordinate with developers to ensure CMS components can support content and accessibility requirements.
- Collaborate with clients to understand their content requirements and translate them into actionable plans.
- Identify opportunities for process improvements and implement best

practices to enhance content production efficiency.

Web Marketing Specialist/Web Developer, Caseware, Feb 2022 – Sep 2024, Toronto, ON

- Designed HubSpot landing pages building custom modules and theme templates
- Played a key role in implementation of site planning, user acceptance training and development for the rebranding on WordPress websites
- Proactively monitored and resolved website performance issues, achieving a 20% reduction in downtime incidents
- Implemented page speed savings methodology resulting in a 30% page speed increase in core web vitals

Web Development Lead, Ontario Securities Commission, Jun 2021 - Feb 2022, Toronto, ON (contract position)

- Strategically optimized performance, achieving a 20% increase in Lighthouse page speed scoring through caching, critical inline CSS, and reduced JS loads (mobile-first testing)
- Collaborated effectively with digital team members to publish site content within strict timeframes and in compliance with provincial standards
- Established policies, including a publishing guide, for testing, quality assurance, tracking and reporting on site content

Senior Web Developer, Retired Teacher's of Ontario (RTOERO), Oct 2017 - Jun 2021, Toronto, ON

- Led the development and coded the new custom WordPress theme, resulting in a 30% enhancement in website load speed
- Designed and created impactful landing pages and micro-sites for campaigns
- Analyzed data using Google Analytics, Google Tag, Search Console, and HotJar, uncovering insights that contributed to a 25% increase in user engagement

Senior Web Publisher, Loyalty One (AIR MILES®), Dec 2016 - Oct 2017, Toronto, ON

- Actively maintained and updated the website, achieving a 99% uptime rate
- Published leaderboard, skyscraper and big-box advertisements
- Optimized images and crafted animated advertisement banners
- Created landing pages for targeted sponsor campaigns

Front-End Web Developer, AIDS Healthcare Foundation, Apr 2015 - Sep 2016, Los Angeles, CA

- Published and managed daily web content on WordPress websites
- Generated, analyzed, and reported key analytics findings to senior management
- Developed strategies to boost online presence and SEO
- Designed and built micro-sites and compelling landing pages for various campaigns

Web Developer, Law Promo, Sep 2014 - Apr 2015, Los Angeles, CA

- Efficiently maintained and managed 300+ Law Firm Websites using Joomla and WordPress CMS

- Ghostwrote blog articles for client sites, following law firm style standards and best practices
- Engaged with clients to address server and hosting inquiries and training on publishing
- Actively monitored website performance and promptly resolved website issues