



CYNDI ROBERTS

Communications & Marketing Specialist

LOCATION

Calgary, Alberta, Canada

EMAIL

inspiredbychange@shaw.ca

PHONE

(403) 276-6906

WORK EXPERIENCE

WordPress/eCommerce Website Developer & Communication Designer

Inspired by Change Communication Design / Part-time Freelance / 2009 – 2020

Website Design and Development, WordPress Theme CSS Customization, eCommerce setup, SEO, Google Analytics, Internet Marketing, Graphic Design. Providing Solopreneurs, Business Professionals, and Small Biz clients all the marketing materials and tools they need so they can do what they do best.

Kajabi LMS Website Developer & Graphic Designer

Online Learning Platform / eCommerce / Landing Pages / Blog / eNewsletters / CRM / Graphic Design / Short-term Contract / January 2020 – November 2020

Website development & graphic design for a Psychiatrist in Calgary, Alberta. Web Project coordination from inception to course implementation. Zoom conference calls with client and Kajabi expert that assisted the setup and migration from the previous WordPress/WooCommerce website.

Marketing Coordinator

Artistic Stairs Ltd. / Full-time / July 2017 – February 2018

WordPress Website Maintenance, SEO, Writing Blog Posts, Digital Photography, Social Media Management, Document Production, Form Standardization. Fixed hacked website theme/blog. Website Customization and Troubleshooting, Proofreading and Production of 2017 Installation Manual for Stair Installers, 2017 Internal Product Guide for Sales Team, and 2018 Stair & Railing PDF Catalogue for the Website.

Graphic & Website Designer

Retailer/Wholesaler in Health & Wellness Industry / Full-time / March – July 2015

WordPress website development. Shopify eCommerce platform SEO. Signage layout. Graphic design. Social Media Management and event marketing for a Grand Opening of the pop-up retail store in Southcentre Mall.

EDUCATION

Bachelor Degree in Applied Communications – Electronic Publishing

Mount Royal College, Faculty of Communication Studies

Associate Degree in Specialized Business – Marketing

ICS Center for Degree Studies

WEBSITE

Freelance Website/Portfolio - www.inspiredbychange.ca

SKILLS

- **Adobe CC 2020**
(Dreamweaver, Illustrator, Photoshop, InDesign)
 - **Kajabi, LearnDash** (LMS)
 - **WordPress** (Plugins & Widgets, jQuery sliders, HTML5, CSS, PHP, MySQL, Hosting, Domains, SSL, etc...)
 - **WooCommerce, Shopify, Volusion** (eCommerce)
 - **SharePoint 2010** (CMS)
 - **Microsoft Office 365**
 - **G Suite/Google Apps**
 - **Google Business**
 - **Google Search Console**
 - **Google Adwords/AdSense**
 - **SEO Analytics Tools**
 - **Structured Data** (SEO)
 - **Mailchimp** (eNewsletters)
 - **HubSpot** (Inbound Mktg.)
 - **Top Producer** (CRM)
 - **Trello** (Team Collaboration)
 - **Asana** (Project Management)
 - **Zoom** (Video Conferencing)
- Social Media Platforms:**
- **Facebook** (profiles, pages, groups, PPC ads, promoted posts, events, photo & video albums, etc...)
 - **Twitter** (API)
 - **LinkedIn** (Company Pages)
 - **YouTube** (Video Channel Branding & Configuration)
 - **Pinterest** (Rich Pins)
 - **Instagram** (Photo and Video-sharing)