Julia Tran | Web Developer & Marketing Specialist

Highly skilled and versatile professional with a strong background in web development, design, and marketing. With a passion for creating exceptional user experiences, I excel in leveraging technical expertise and creative vision to build and maintain visually appealing, user-friendly, and SEO-optimized websites. My expertise extends to collaborating with cross-functional teams, driving successful marketing campaigns, and developing innovative solutions that propel businesses forward. As a meticulous problem solver, I continuously strive to deliver impactful results by bridging the gap between design, technology, and marketing strategies.

📍 Toronto, ON, Canada [in] [GitHub]

Work Experience

Web Developer & Marketing Specialist • 360 Business Marketing

January 2023 - Present

Developed and maintained websites for a diverse clientele using WordPress, Squarespace, and Wix, focusing on technical aspects and SEO optimization. Additionally, regularly updated web pages, created blogs, and optimized content for SEO. Took on website development projects to meet clients' specific needs and preferences, including building new sites or landing pages.
Utilized SEO tools to analyze website performance and identify areas for improvement.
Collaborated with the marketing director to devise effective B2B and B2C marketing strategies.
Created and managed social media content across multiple platforms, utilizing tools like Canva.
Conducted analytics using Google Analytics and reported key performance indicators monthly for strategy improvement.

Web Designer • KMA Therapy

January 2023 - Present

Collaborating with the therapy company's team to understand their business needs and user requirements, and translate them into a design brief and user stories.
Conducting user research and usability testing to gather feedback on the initial design concepts and iterate on them to create a user-friendly, accessible, and engaging mobile website.
Designing the visual elements of the website, including typography, color palette, iconography, and layout, to align with the company's brand guidelines and create a cohesive user experience.
Using Figma to create high-fidelity prototypes and wireframes, which were used for user testing.
Working closely with the development team to ensure the design was implemented accurately and efficiently.

Front End Developer • Who's Jammin'

October 2022 - December 2022

Created and improved visual designs to catapult website forward in terms of looks and usability.
Prototyped solutions to verify alignment with customer and organization objectives.
Developed site content using programs like Figma.
Brought mock-ups to life with HTML, CSS, JavaScript, and React.

Full Stack Web Developer • Inapulse

June 2022 - July 2022

Developed the InAPulse website using React and MUI collaborating with UX designers and project managers.
Improved and designed new layouts to achieve usability and performance objectives.
Created video and digital marketing materials to support marketing efforts.
Updated web pages and social media profiles to reflect proactive strategies and engage customers.
Identified and analyzed user requirements, procedures and processes to develop optimization strategies for launch.

Sales Lead • Green Merchant

January 2020 - April 2022

Provided outstanding service to new and long-standing customers by attending closely to concerns and developing solutions.
Increased revenue by designing and enacting marketing strategies including creating marketing graphics that were attractive and high-quality using Canva.
Received, checked-in and stocked merchandise throughout store, helped maintain store inventory levels and assisted with orderliness and cleanliness of sales floor and stock room.

Projects

Canadian Countertops

I spearheaded the creation of the Canadian Countertops website using WordPress, translating the designs provided by a designer into a functional and visually appealing online platform.

Powerhouse Bloom

I conceived and designed the Powerhouse Bloom website, ensuring it reflected the brand's identity and values while implementing SEO strategies to enhance online visibility.

KMA Therapy

I was responsible for designing the mobile version of the KMA Therapy website using Figma, focusing on user-friendly navigation and aesthetic appeal. The design was later implemented in the desktop version as well.

House of Arches

I utilized WordPress to develop and design a captivating and SEO-optimized website for a business specializing in eyebrows, while also contributing to the creation of blog content to enhance online visibility and audience engagement.

Education

2022 - 2022
Lighthouse Labs
Full Stack Web Development Bootcamp

2013 - 2018
Ryerson University
BA in Biomedical Sciences, Minor in Psychology