

# LOUIS TAM

WEB DEVELOPER

## CONTACT

### Email

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### Portfolio

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### GitHub

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## SKILLS STACK

JavaScript, REACT, RESTful API, Git, Bootstrap, WordPress, HTML5, CSS, Python, responsive design, jQuery, Firebase, website accessibility, version control (Git and GitHub), paired and team-based programming, project scope management

## EDUCATION

### Juno College (Nov. 2022)

Web Development Immersive

### Humber College

Public Relations, postgraduate certificate

### University of Toronto and Centennial College

BA and diploma, journalism (joint program)

## AWARDS

### Toronto Professional Firefighters Association Media Award

2017 - Best photo, web based

### Local Media Awards

2012 - Best feature series, third place

2012 - Best news photo, third place

### Ontario Community Newspapers Association Better Newspapers Competition

2013 - Best news story, first place

2012 - Best feature story, third place

## PROFILE INFO

I am an award-winning writer and photographer and who transitioned into marketing. Then I learned to code. Now I am a passionate creator of responsive apps and websites. I also love flying drones (I'm a Transport Canada certified drone pilot), nightscape photography, and exploring rural areas and small towns.

## RECENT PROJECTS

### Edmonton Transit Alerts | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript, RESTful API

- This app displays the latest transit service disruptions and station escalator/elevator outages in the City of Edmonton. The information is pulled from three RESTful APIs published by the City of Edmonton's Open Data Portal.

### Box 12 Dispatch mobile app | [Live Site](#) | [Mobile View](#) | [Code](#)

HTML, CSS, JavaScript, REACT, Firebase

- This app was created for the Box 12 Association to streamline dispatching of on-call volunteers. This non-profit has been providing support services to Toronto firefighters for over 70 years.

### Do I Need an Oil Change? | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript

- JavaScript-based app which allows users to determine if their cars are due for an oil change, based on oil type and metric or imperial measurements.

### BeachStays | [Live Site](#) | [Code](#)

HTML, CSS, JavaScript

- Multi-page website PSD conversion for a fictional tropical resort.

## WORK EXPERIENCE

### Marketing Manager

April 2023 - present

Winters Instruments

- With first-hand programming and web development knowledge, created an SEO-focused development strategy for a new Angular-based corporate website. Audited the technical work of developers and managed the website's public release.
- Provides web and marketing assistance to global divisions.
- Oversees all corporate advertising (digital and print), coordination of regional trade shows and graphic design projects.

### Copywriter

Sept. 2021 - April 2023

Creative Solutions

- Formulated editorial ideas and produced digital marketing copy for clients in the green-energy sector.
- Optimized content on client websites for SEO.

### Communications Specialist

May 2021 - Sept. 2021

Ontario Motor Vehicle Industry Council

- Generated successful media pitches which resulted in positive earned publicity for OMVIC, accurately conveying consumer protection messaging to consumers.
- Translated complex case law and regulatory matters into plain language for digital marketing content.

### Communications Coordinator

March 2016 - May 2021

PLASP Child Care Services

- Established a standardized email marketing procedure which reduced miscommunication in over 95 per cent of instances with clients, who represented over \$54 million in annual revenue.
- Created a daily market intelligence briefing for managers and executives that enabled senior leadership to make timely, informed decisions with information not found in mainstream sources.
- Initiated a search engine optimization strategy for PLASP's 230+ locations, successfully ranking the agency on the first page of Google for commonly-used child care search terms.

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## CERTIFICATIONS

### Transport Canada

RPAS Pilot - Advanced Operations

### Infrared Training Center

sUAS Level 1 Thermography

## WORK EXPERIENCE (CONTINUED)

**Communications and Events Coordinator** Sept. 2014 - March 2016  
Family Day Care Services

- Raised \$34,000 through coordinating the agency's first licensed charity raffle and annual fundraiser.
- As acting webmaster, coordinated the launch of a revitalized agency website to over 500 staff.

**Communications Coordinator** Oct. 2013 - Sept. 2014  
Muskoka Chautauqua

- Coordinated and planned community events in a team setting, including a culinary trade show which raised over \$7,000 for this arts and culture non-profit.

**Multimedia Reporter** Feb. 2011 - May 2013  
Metroland, Muskoka Region

- Simultaneously covered a variety of news beats, including municipal council, crime, court, breaking/spot news, business, education, rural affairs, general community news and sports.
- Recipient of multiple awards for photography and writing (please see awards section).

**Lead Photographer/Co-founder** April 2009 - May 2016  
Key Focus Photography

- Founded this wedding and events photography business, coordinated client contracts and oversaw all creative work.

## VOLUNTEER EXPERIENCE

**Volunteer Mentor** Aug. 2022 - present  
York Small Business Enterprise Centre

- Provides guidance, advice and support for entrepreneurs launching photography-based businesses.

**Canteen Unit Volunteer** Oct. 2014 - present  
Toronto Fire Services

- Volunteer on a canteen truck that provides emergency crews with refreshments at major fire incidents.