

Value Proposition

With over twenty years of corporate and small business experience, Melissa can assess clients' website requirements and advise on the best marketing approach. She specializes in new website development, maintaining existing sites, adding features to existing sites, search engine optimization and e-commerce solutions. Start to finish, Melissa helps ensure clients' websites reflect their businesses and needs.

Selected Achievements

- Designed and built over 300 websites for various clients using WordPress, including organic SEO implementation.
- Provided monthly maintenance support for clients with a variety of content management systems.
- Implemented e-Commerce solutions for brick and mortar stores looking to pivot with COVID-19 restrictions.
- Construction of members access education content sites.
- Evaluation of expenditures and advisement on cost reduction opportunities.
- Organic search engine optimization for websites and e-commerce solutions.
- Disaster recovery post hack and prevention of security vulnerabilities.
- Hosting of websites and email accounts for over 300 customers.
- Website designer for The Money Coaching Institute, designing all sites for newly accredited coaches.
- Implementation of WordPress Multi-Site environment for networked websites.
- Installation of Accessible for AODA compliance.

Experience

- myNiagaraOnline: Web Developer and Chief Information Officer (November 2009 – Present)
- Money Coaching Institute: Website Designer (April 2015 – Present)
- ADR Institute of Canada, Inc.: Website Design, Maintenance and MailChimp Administrator (October 2014 – Present)
- Hilton Niagara Fallsview Hotel: Designed hotel corporate site and all associated restaurant sites (June 2015 – Present)
- Royal LePage Corporate Head Office: Internet Coordinator and Customer Relations (April 1999 – March 2000)

Qualifications

- Library & Information Technology Diploma – Sheridan College
- Flash Design – Niagara College
- WordPress Camps – WordPress.org

