

William Soutar

[in LinkedIn](#) | [\(905\) 467-1309](#) | [Portfolio](#) | [Will Soutar](#) | [GitHub](#)

Leveraged 3+ years of experience in frontend web development, specializing in WordPress, Bootstrap, and data analysis using SQL, Tableau, Google Analytics. Contributed to Web Operations (WebOps) by optimizing lead generation and implementing data-driven solutions to enhance conversion rate.

Experience

Ontario Federation of Agriculture, Guelph — *Web Developer* — June 2023 - Present

- Designed, planned, developed and maintained dynamic websites and web applications, collaborating with cross-functional teams to ensure alignment with organizational goals, using JavaScript, HTML, CSS, and WordPress.
- Executed a pivotal EMS software upgrade, demonstrating expertise in end-to-end data lifecycle management, including complex data migrations and strategic data mapping. Developed and implemented sophisticated business objects and utilized advanced SQL (IQA) to design and deploy analytical reports and interactive dashboards.
- Conducted thorough systems analysis to identify and resolve critical code deficiencies, optimizing system performance and ensuring data integrity. Collaborated with key stakeholders to translate business needs into actionable technical requirements, contributing to the development of a scalable and sustainable system. Drove process automation through the identification and remediation of inefficient workflows, resulting in quantifiable productivity gains.

IT World Canada, Remote — *Digital Marketing Specialist* — May 2022 - November 2022

- Developed and deployed multiple WordPress websites utilizing tagDiv Composer and Gutenberg CMS, and managed event websites across various servers using HTML, CSS, Bootstrap, JavaScript, PHP, and jQuery. Optimized website performance and ensured seamless user experience.
- Engineered and implemented a templated code refactoring project for event websites, resulting in increased development efficiency and reduced deployment time.
- Designed and implemented HTML webforms and email campaigns, driving targeted traffic and increasing client marketing campaign effectiveness.
- Facilitated cross-functional collaboration with developers, Project Management Offices (PMOs), and stakeholders, utilizing Slack and Google Workspace to ensure project alignment and efficiency.

Portfolio Projects — *Web Developer* — October 2021 - Present

- Portfolio Website: Created a responsive portfolio website using HTML, CSS and Bootstrap to display the projects I have worked on.
- Dice Game: Built a dice game that rolls two dice, generating a winner with each page refresh. This was made with HTML, CSS and JavaScript using the DOM API.

Skills

- HTML, CSS, JavaScript, Python, Bootstrap, jQuery, WordPress (Elementor, tagDiv Composer, Gutenberg), PHP, SQL, VS Code, Figma, Selligent (custom), cPanel, FileZilla FTP, MS Office Excel (pivot tables, functions), Google Analytics (GA4), Looker Studio, Tableau, Google Sheets
- Problem solving, communication, detail oriented, organization, work independently, team work

Education / Certifications

Brock University — *Bachelor of Arts, Media & Communication Studies* — Class of 2017

Google Data Analytics Certificate — *Coursera* — September 2021

Ultimate Web Designer & Web Developer Course Certificate — *Udemy* — March 2022