

# ALISHA JAIN

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## PROFILE

Web Design Specialist with 5+ years of experience spanning full-cycle website strategy, optimization, and cross-functional digital initiatives across education, logistics, and startup businesses. Proven track record of owning platforms end-to-end, improving SEO performance, enhancing user experience and website accessibility, and delivering high-impact projects under tight timelines. Experienced in collaborating with executive stakeholders and external consultants including Deloitte and IBM.

## SKILLS AND SOFTWARE KNOWLEDGE

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Content Management System (CMS) Platforms – SiteCore, WordPress, Shopify, Wix, Squarespace, Square, SharePoint, Weebly and BlackBaud

Search Engine Optimization (SEO) – Keywords research, Meta tags, Meta descriptions, Web page optimization, Image Alt texts, H1 tags

Analytics integration – Website Analytics, Google Analytics, Google Tag Manager, Facebook Pixel

UX/UI and graphics – Figma, Illustrator

Web development/Coding – HTML, CSS

Collaboration and work management tools – Microsoft, Google, Zoom, Trello, Teamwork, Airtable, Calendly, Slack, Google Drive, SharePoint

Personality - Problem-solver, relationship focused, detail-oriented, love to figure things out

## EXPERIENCE

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### The York School – Web Specialist (July 2023 – present)

- Serve as the sole digital owner and single point of contact for internal platforms, external websites, and microsites, managing full lifecycle updates and optimizations.
- Lead website strategy to ensure alignment with institutional branding, enrollment goals, and marketing initiatives.
- Drive SEO improvements and monthly performance analysis using Google Analytics, implementing data-backed refinements to improve traffic and engagement.
- Partner cross-functionally with marketing, communications, and leadership teams to deliver digital campaigns and high-priority initiatives.
- Proactively research and implement new technologies to enhance digital presence and operational efficiency.
- Support marketing and communications team with photography and ad hoc projects.

### **Day & Ross – Web Specialist (September 2021 – June 2023)**

- Managed enterprise website on Sitecore CMS, built and optimized pages using HTML/CSS while ensuring content governance and brand consistency.
- Collaborated with cross-functional stakeholders and global consultants (Deloitte, IBM) to troubleshoot technical issues and deliver strategic web initiatives on schedule.
- Developed SEO strategies and improved performance tracking via Google Analytics and Looker Studio dashboards to deliver actionable reports to stakeholders.
- Maintained and enhanced internal SharePoint platforms for operational efficiency.

### **Digital Main Street – E-commerce Coordinator (July 2021 – September 2021)**

- Worked one-on-one with clients from different industries to help them establish an online presence.
- Built e-commerce websites from scratch, optimized these sites for SEO, and helped with graphics.
- Trained clients to enable them to manage and market their business in the long run.

### **Invest Ottawa – Web Designer/Team Lead (August 2020 – July 2021)**

- Led end-to-end design and development of 40+ client websites across industries, delivering full builds within 2-week timelines.
- Managed projects independently from discovery to launch, including UX design, hosting setup, domain integration, and performance optimization.
- Implemented conversion-focused landing pages and integrated marketing automation tools including booking systems, sign-up forms, and analytics tracking.
- Provided strategic guidance on SEO, digital ads performance, and social media integration to support client growth.
- Assisted team members in creating a Google My Business account, researching keywords, analyzing social media performance, analyzing the effectiveness of advertisements on Google as well as social media platforms.

### **Market Research Project Assistant (2018 - 2019)**

- Aided Wicket Inc., a software company based in Ottawa, to increase its market share. Conducted secondary research to calculate their current customer base and to help them locate potential customers across North America.
- Assisted My Doma Studio, an interior designing business that operates in Canada and the US, to understand the reason behind the low acceptance rate of their software.
- Helped GHS Enterprise, a consulting firm based in Ottawa, to analyze their application's compatibility before finally launching it in the market.

## **INTERNSHIP AND VOLUNTEER WORK**

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- Avery Dennison (Fortune 500 company) – Marketing Internship
- Help Age (Not-for-Profit for Senior Citizens) – Marketing Volunteer
- District Rotary Club (Youth Development Association) – Public Relations Volunteer

## **EDUCATION**

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- Market Research & Business Intelligence – Post Graduate Diploma (Algonquin College Ottawa, Ontario)
- Marketing Management – Post Graduate Certificate (Fanshawe College London, Ontario)