

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

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

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

- Own and lead the full digital ecosystem, serving as the sole strategist and platform owner for the website, microsites, and internal platforms.
- Lead website strategy to ensure alignment with institutional branding, enrollment goals, and marketing initiatives.
- Built in-house analytics reporting, eliminating agency reliance and enabling data-driven decisions.
- Led SEO and accessibility overhaul, achieving a 92 SEO score and 97 accessibility score, increasing organic search appearances by 90 percent and organic clicks by 17 percent.
- Optimized conversion pathways by launching dedicated Apply and Register landing pages, enabling scalable CTA integration across campaigns and content.
- Developed new digital properties including The Family Handbook, Academic Program Guide, and Junior School Website, and several new webpages such as Our Campuses page to enhance user experience and institutional storytelling.
- Partner cross-functionally with marketing, communications, and leadership teams to deliver digital campaigns and high-priority initiatives.

- Serve as internal CMS expert, building templates, troubleshooting backend issues, and improving UX across platforms. While supporting Marketing and Communications team with 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)

- Delivered market and product research for multiple North American software and consulting firms, including Wicket Inc., My Doma Studio, and GHS Enterprise, conducting customer base analysis, product-market fit research, and pre-launch compatibility assessments to support growth and go-to-market strategy.

INTERNSHIP AND VOLUNTEER WORK

- 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

- Market Research & Business Intelligence – Post Graduate Diploma (Algonquin College Ottawa, Ontario)
- Marketing Management – Post Graduate Certificate (Fanshawe College London, Ontario)
- Bachelors in Management Studies with Specialization in Marketing (University of Mumbai, India)