

Tatjana Azman

647.294.1236

tatazman7@gmail.com

tatazman.com

www.linkedin.com/in/tatazman

Innovative and deadline-driven Online Digital Specialist with over 15 years of experience in digital marketing, web development, site optimization, accessibility testing, quality assurance, project leadership, and technical support for major corporate companies.

EMPLOYMENT

DIGITAL PRODUCTION MANAGER

Nelson, August 2020 - present

- Enhanced the effectiveness of digital marketing tools, leading to improved alignment with Nelson Education's corporate objectives and strategic goals.
- Managed the successful delivery of all web projects, overseeing the entire project lifecycle from conception to completion.

LEAD WEB DEVELOPER

Nelson, July 2010 – July 2020

- Developed and delivered 50+ high-performance websites using React.js, HTML5, WordPress, Squarespace, and BigCommerce, resulting in a 40% increase in client engagement and a 25% boost in conversion rates.
- Coordinated development for prominent projects including Edwin, Nelson School, MyNelson, and McGrawHill, showcasing versatility across diverse industries and technical requirements.
- Successfully launched several innovative web applications that supported niche communities, enhancing engagement and user interaction.

DIGITAL AD OPERATION SPECIALIST

Microsoft Canada, 2007-2010

- Executed online advertising campaigns across MSN.ca and all Microsoft Canada associated portals, leading to a 45% increase in client retention and a 30% boost in overall ad revenue.

PROJECT LEADER, WEB PRODUCTION

Rogers Communications, 2006 - 2007

- Led production and technical management for the websites of 9 major radio stations, successfully enhancing user experience and maintaining high standards in digital content delivery.

SKILLS

HTML5/CSS, JavaScript, Generative AI, and GitHub

BigCommerce, WordPress, Drupal, Sharepoint, Squarespace, Wix, Shopify, and Figma

Google Analytics, Google Tag Manager, and Microsoft Clarity

Accessibility Testing: Wave, Google Lighthouse, and Axe

Salesforce Pardot, Photoshop, Adobe Experience, Mailchimp, and Jira

Soft skills: Communication, problem solving, adaptability, leadership, teamwork

EDUCATION

Professional Web Accessibility Certification, Ryerson University

Google Analytics Certification, Google

Digital Marketing Certification, University of Toronto, Toronto

Bachelor of Marketing, University of Economics and Business, Vienna