

Derek Vanderpluym

WEB DEVELOPER

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ABOUT ME

I am a former marketing communications professional seeking a more fulfilling career in web development. I have experience on the customer side of website creation which translates perfectly to the development side. I am a natural problem solver, and am looking forward to putting my talents to use.

EXPERIENCE

Marketing Coordinator | Little Caesars Canada

OCT 2016 – JUNE 2020, OAKVILLE, ON

- Planned all new store grand openings across Canada; managed store opening marketing campaigns, ensuring uniform communication and marketing practices
- Managed all local store marketing initiatives; drafting tailored strategies based on local market demography and franchisee needs
- Oversaw franchisee pricing and menu strategy in order to maximize sales and profits

Marketing and Communications Coordinator | Canadian Hadassah-WIZO (CHW)

APR 2015 – OCT 2016, TORONTO, ON

- Responsible for the copy of all internal and external communications including the bi-annual magazine, local and national newsletters, donor appeals and emails
- Planned and executed the annual gala event corresponding with caterers, hotels, staff, guest speakers and major donors

Communications Co-op | Tolko Industries

OCT 2013 – APR 2014, VERNON, BC

- Drafted internal and external corporate communications such as press releases, communications plans and newsletters

EDUCATION

BrainStation | Diploma Candidate, Web Development

SEPT - DEC 2020, ONTARIO, CA

University of Ottawa | Honours Bachelors of Arts, Specialization in Communications

SEPT 2007 - APR 2011, OTTAWA, ON

SKILLS

HTML, CSS, JavaScript, React, DOM, Web APIs, Node.js, Express.js, User Authentication, OAuth, Heroku, GitHub, MySQL, Adobe Creative Suite

PROJECTS

My Golf App ([view project demo](#)) | Creator/Lead Coder

DEC 2020 SCHOOL CAPSTONE PROJECT

An app used to keep track of your golf scores, and improve your game!