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Daniel Colin James

Content Strategist & Digital Media Developer

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Education

- **BA, Digital Media Development**, Lassonde School of Engineering — York University
- **Masters of Digital Media**, Centre for Digital Media — University of British Columbia

Work Experience

- **Content Strategy and Research — BiblioCommons** | MAY 2017 – AUG 2017
 - **Created content** for internal and external documents and presentations
 - Conducted **detailed background research** and provided source material for writing and content projects
 - Initiated a “Welcome Package” project to improve on-boarding, played a crucial role in **strategizing content** to be included in the final document, and created the final deliverable in **Adobe InDesign**
- **Freelance Front-end Web Developer — WishBox.gift** | MAR 2017
 - Developed the **HTML** and **CSS** for login and profile pages, while adhering to existing styles and functionality
- **Research Assistant — Movement and Emotion as Computational Interfaces** | JUNE 2016
 - Facilitated workshop about the convergence of performance, computational media art, and **bioengineering**
 - Helped workshop participants understand and work with the technologies and equipment being explored
- **Coding Instructor — Hatch Canada** | MAY 2016
 - Led students aged 7-17 as they worked through hundreds of **JavaScript** and **Processing** mini-projects
 - Taught coding fundamentals and problem-solving skills to students at several schools
- **Digital Media Specialist — Move Your Metal** | MAY 2015 – SEP 2016
 - Developed a Slack bot with **JavaScript** to streamline the team’s record-keeping process
 - Co-managed hundreds of ad campaigns with **Facebook Business Manager** and **Google AdWords**
 - Created graphics in **Photoshop** for display ads, and created and tested **ad copy content** for text ads
 - Analyzed traffic, conversions, and user behaviour through **Google Analytics** to optimize ad performance
 - Set up email campaigns with **ActiveCampaign** to improve dealer ratings across various review sites
- **Video Editor — Lassonde School of Engineering - York University** | MAY 2014 – FEB 2015
 - Edited over 100 hours of videotaped engineering lectures with **Sony Vegas Pro** for use in online courses
- **Lab Monitor — Art & Technology Learning Lab - York University** | SEP – APR, 2013 – 2015
 - Supervised the lab and its adjoining studio space in technical, security, and organizational capacities
 - Assisted students with software and hardware problems and provided project-specific mentoring