BRAD SEFTEL

FRONT END WEB DEVELOPER

Front End Web Developer with 10+ years of freelance and contract experience. Love building responsive, user-focused websites and applications. Enthusiastic about clean code, intuitive and simple UI. Actively seeking remote opportunities where I can contribute and grow.

🌐 **www.brad-seftel.com**
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Corner Brook, NL A2H2M9
(226) 751-5860

💡 EXPERIENCE

2005-present

Halsa Wellness, Website Developer & Designer
- Designed and maintained business website using WordPress
- Integrated online booking, boosting client traffic and retention
- Implemented SEO that increased visibility and local ranking
- ^ Repeat booking, client retention and public awareness
- **</> WordPress, SEO plugins, analytics**

eSolutions, Application Developer
- Developed custom safety training software to streamline employee onboarding and compliance
- ^ Improved training participation by automating tracking and reminders, resulting in increased compliance rates
- Reduced workplace safety infractions through better training access and reporting tools
- **</> HTML, CCS, ActionScript, C#, SQL**

Milestone Media, Freelance Application Developer
- Led development of a video game, coordinating with graphic designers to implement interface
- Collaborated on integrating and coding accompanying promotional websites for the game
- ^ Boosted client satisfaction and user engagement, resulting in increased web traffic and higher visitor retention rates
- **</> HTML, Flash, JavaScript, Adobe Illustrator & Photoshop**

Brad Seftel's Yoga System, Sole Proprietor
- Designed and launched a business website offering online video-based learning for yoga instruction
- Integrated a Patreon paywall to deliver premium content, increasing revenue through subscription-based access
- Developed a structured online curriculum to train and certify yoga teachers, which grew the local wellness community and promoted a healthy lifestyle
- **</> HTML, CCS, JavaScript, Squarespace, Patreon, YouTube**

I have much more experience that I would love to share. Please do not hesitate to contact me for exciting developments from my extensive career in I.T.

👾 FAMILIAR TECH
- HTML5
- CSS3
- JavaScript
- React
- Express.JS
- MongoDB
- Wordpress
- Squarespace

🔨 DEVELOPMENT TOOLS
- Linux
- Windows
- Github
- Visual Studio Code
- YouTube Studio
- G.I.M.P
- MS Office Suite

📐 PROJECTS

For a comprehensive look at my work please view my website

Also, to view more of my continuing and current work, please visit my GitHub page.

🎓 EDUCATION

Keyin College, St Johns, NFLD

Currently studying at Keyin College, focusing on the Digital Health Administration program. This program provides me with a comprehensive understanding of electronic health records, healthcare technology, data management, and administrative processes within the healthcare sector. I am learning practical skills relevant to managing and utilizing digital tools to enhance healthcare efficiency and patient care.

CCMH, Cambridge, ON

Completed in-depth coursework in anatomy, physiology, and therapeutic techniques while developing a strong foundation in client care and wellness. Gained hands-on experience through clinical practice, emphasizing holistic health and evidence-based treatment approaches.

Conestoga College | FreecodeCamp | Front End Masters | Udemy | Zero to Mastery

I have completed a variety of continuing education courses to stay current and expand my skills in software and web development. These courses include subjects such as React, Express.JS, MongoDB and more.This demonstrates my commitment to lifelong learning and adapting to evolving technologies.

St Jerome's High School, Kitchener, ON

High School Diploma

REFERENCES
- Available upon request