

## Derek Wilford

[wilfordderek@gmail.com](mailto:wilfordderek@gmail.com) | <https://www.derekwilford.ca>  
[www.linkedin.com/in/derek-wilford13](https://www.linkedin.com/in/derek-wilford13)  
Wetaskiwin, AB, Canada | [REDACTED]

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### Summary

- Recent graduate with a diploma in Web and Mobile Applications Development, eager to apply technical skills and problem-solving abilities in a junior role.
- Excellent communication and interpersonal skills, honed through experience training colleagues and collaborating with remote teams.
- Proficient in various technologies, including Microsoft Office Suite, Google Workspace, mobile platforms, and Linux operating systems.
- Strong work ethic, demonstrated through a 18 year trucking career, recent career change and commitment to continuous learning.
- Understanding of computer programming & design: Mobile Web Development for Android and iOS, Python Development, PHP and MYSQL Programming and JavaScript, Git, Node.js, REST APIs

### Education

#### Web and Mobile Applications Development Diploma

June 2024

CDI College, Edmonton AB

### Technical Skills

- Microsoft Office, Teams, Apple, Android
- Familiar with multiple programming languages and techniques – C#, ASP.NET, JQuery Development and building apps with AWS
- Experience with access control and roles
- VS Code, Deploying to Netlify, Github
- Knowledgeable in upcoming trends, and latest developments in the tech and social media industries.
- Well-versed in differences between mobile applications, PC viewing modes, and tablet requirements needed to be user-friendly when updating websites.
- Can simultaneously update and adapt the programming content for platforms.

### Work History

#### External Service Technician (Alberta)

BINSENTRY, Kitchener ON

May 2023 – Present

- Installation and service of IoT devices for feed bin monitoring on farms in central and southern Alberta.
- Provide exceptional customer service
- Working at heights, requiring focus and commitment to safety
- Work autonomously, communicating with service team through Slack

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### Independent Contractor

EUPA, Edmonton AB (Remote)

Aug 2024-Oct 2024

- Design and develop engaging social media content, including graphics and captivating copy, across multiple platforms.
- Provided expert consultation on diverse website-related projects, enhancing user experience and functionality.

### Digital Marketing and Web Development Practicum Student

EUPA, Edmonton, AB (Remote)

May 2024 – June 2024

- Collaborated with the Executive Director to enhance the digital footprint of a non-profit ultimate Frisbee organization.
- Successfully executed a comprehensive digital marketing strategy, resulting in a 22.8% increase in page views and the acquisition of 920 new users.
- Developed engaging website content, including videos and new pages.
- Designed a cohesive social media template to strengthen brand identity.
- Managed a high-performing Google Ads campaign, achieving a 14.46% click-through rate, surpassing the industry average of 6.44%.

### Commercial Truck Driver

CBO Earthworks / CBluO Diesel Exhaust Fluid, Ponoka, AB

Nov 2012 – Feb 2023

- Demonstrated problem solving skills and attention to detail by navigating challenging road conditions, unforeseen obstacles, and mechanical issues while delivering goods in a timely and efficient manner.