

BRAD SEFTEL

FULL STACK WEB DEVELOPER

Highly motivated Full Stack Web Developer with 20 years of experience in designing, developing, and deploying websites and applications.

Proficient in a wide range of front-end and back-end technologies.

EXPERIENCE

2001-present

Halsa Wellness, Cornerbrook, NL

- Consulted with client to discuss brand & features for website
- Facilitated increase client flow and profit via online booking
- Increased traffic by leveraging SEO techniques
- Increased repeat booking, client retention and public awareness
- Tech used: Wordpress

eSolutions, Waterloo, ON - Application Developer

- Application developer coding safety training software
- Increased safety training compliance
- Decreased safety infractions
- Tech used: HTML, CCS, ActionScript, C#, SQL

Milestone Media, Cambridge, ON - Freelance

- Lead programmer for a video game
- Worked with graphic designers to integrate and code websites
- Increased client satisfaction, web traffic and visitor retention
- Tech used: HTML, Flash, ActionScript, Adobe Illustrator & Photoshop

Founder & Creative Director - Brad Seftel's Yoga System

- Built & managed business website offering online video learning
- Increased revenue via richer content through patreon paywall
- Created course content to train yoga teachers in 2 year YTT programs

Founder & Lead Developer - GED Website Development

- Built & managed small business websites as a freelance web dev
- Sub-contracted for manulife insurance to assist in house web dev team
- Built an app that allowed municipals to sample the look of street lighting
- Built a video game for Maple Leaf foods website
- Consulted on debugging and testing of websites

EDUCATION

Conestoga College, Kitchener, ON

2003-2006

Enrolled in a variety of specific continuing education courses to stay current in development. Such as, Physics, Visual Basic, ASP, C++ , C# and ActionScript.

FreecodeCamp | Front End Masters | Udemy

I have continued my own self directed learning path in order to stay on top of current tech as it evolves.

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FAMILIAR DEV TECH

HTML5, CSS3, JavaScript,
PHP, Wordpress, Squarespace

DEVELOPMENT TOOLS

Windows | Linux | github | Visual
Studio Code | YouTube | Patreon |
MS Office Suite | GIMP

PROJECTS

For a comprehensive look at
my work please go to my
[website](#)

Also, to view more of my
continuing and current work,
please visit my [GitHub](#) page.