

Mariessa Pinto



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A passionate project manager, web developer, and graphic designer who loves learning new things, finding new challenges, adopting new perspectives, and realizing new solutions to optimize project outcomes.

Work Experience

Web Developer & Graphic Designer

March 2024 – Present

Digital Link Inc.

Edmonton AB

- Designed and executed a complete suite of visual assets for the Night en Noir Gala, helping to drive a nearly \$70K fundraising outcome.
- Redesigned and developed the Brain Care Centre website with custom calendar functionality, integrated commerce capabilities, and enhanced security via Google reCaptcha—resulting in significant growth in user engagement and overall traffic.
- Crafted innovative product designs (bottle label, booth, van wrap) and a dynamic landing page for Milwest Distillery, effectively driving pre-launch engagement.
- Designed and executed a 6-month visual campaign for Medicine Shoppe Sherwood Park, driving a 249,599% increase in impressions and doubling engagement from a previously inactive baseline.
- Lead the internal website redesign project—currently in the low-fidelity phase—while mentoring a web design/dev intern to elevate internal digital communications.
- Independently developed and implemented standardized processes and procedures for the communications team, significantly improving operational efficiency.

Athlete – Archery

May 2018 – Oct. 2021

Archery Canada

Won an individual silver medal at the 2020 Online Cup of the Americas securing a 200% increase in funding for the Canadian Women's Archery Team for 2021 allowing the team to successfully qualify a woman for the 2020 Tokyo Olympic Games.

Projects

Project Manager | Full-Stack Web Developer

Sept 2023 – May 2024

Innersight

Led the conception and development of a mental health journaling app allowing users to analyze journal entries using AI. Programmed sentiment analysis to capture 80% more emotions from users entries resulting in more actionable analysis of journal entries.

Education

Digital Design and Development Diploma

Sept. 2022 – May 2024

British Columbia Institute of Technology
Burnaby BC

Designed and created assets and projects from visual design to web page and application development using modern tools and languages. Presented a fully functioning application to an auditorium of 80+ people. This resulted in significant public interest in the development of the application.

Bachelor of Arts in French and Political Science

Sept. 2016 – Dec. 2021

Simon Fraser University

Burnaby, BC

Conducted in-depth research in French Canadian Political Science, sharing insights and perspectives with over 400 community members through La Source Newspaper and CJSF 90.1 FM Radio. Contributed to the promotion of French culture in British Columbia.

Volunteer

Athlete Representative

Aug. 2017 – Aug. 2021

British Columbia Archery Association

Collaborated on optimizing the Athlete Pathway, accelerating provincial-level athletes' progression to national and international programs at twice the usual rate. Contributed to a BC Athlete securing a 4th place finish in the 2022 Pan American Championships.

Highlights and Qualifications

Software

RapidMiner
Tableau
Figma
Microsoft Word
Microsoft Excel
Microsoft Powerpoint
Google Analytics
Google Tag Manager
Hootsuite
Illustrator
After Effects
Photoshop
InDesign

Programming

HTML5
CSS3
JavaScript
React
React Native
Wordpress
Next.js
Expo
Git
Firebase
Cypress
Typescript
LottieFiles
Playwright

Personal Skills

Bilingual (French and English)
Web Applications
Web Development
User Experience
Responsive Web Design
SEO
Time Management
Organizational Skills
Project Management
Agile
Public Speaking
Journey Mapping
Interpersonal Skills
Wireframing

Awards/Achievements

- Peter Campin Memorial Award – Oct 2023
- BCIT Women in Computing Award at Hack the Break – 2023
- SFU Dean's Honor Roll – Fall 2021
- Petro-Canada FACE Grant (\$5000) – 2019 Recipient
- Abbotsford Sports Wall of Fame – 2019
- ACUFC Bursary for French Exchange (\$5000) – 2018
- Speaker at the BC Sportsmen Show – 2018
- Published co-author in La Source Newspaper – May 2017
- Silver Medalist – Online Archery Cup of the Americas – Oct 2020
- Bronze Team Medalist – Online Archery Cup of the Americas – Oct 2020
- Long Listed for Tokyo Olympic Games Archery – 2020
- Archery Team Canada member at the Pan American Games in Lima, Peru – 2019
- Bronze Team Medal at the Archery Continental Qualifier in Santiago, Chile – 2019
- 3x Canadian Record Holder in Archery
- 7x BC Record Holder in Archery

Activities/Interests

- Set Representative at BCIT
- Member of the BCIT Women in Computing Club
- Participant in the 2023 Hack the Break Hackathon

