PROFESSIONAL RÉSUMÉ

Jacob Pascoe.

Digital Content & Web Specialist

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Honors Bachelor of Interaction Design graduate with hands-on experience in web development, digital content management, ecommerce and SEO. After building a freelance practice, I am seeking a permanent role within a collaborative team where I can contribute long-term, grow professionally and deliver meaningful digital outcomes.

01 / CAREER HISTORY

Professional experience

- **Pneumatic Hub** — 2025 – Present

Freelance Digital Content Manager

- Manage digital content and SEO updates for a large ecommerce platform to improve search visibility.
- Collaborate with management on pricing, discounts and catalogue maintenance.
- Support daily ecommerce operations and maintain product listing accuracy.

- **Confedde** — 2023 – 2024

Freelance Web Developer

- Translated design concepts into production-ready web experiences.
- Implemented layouts, interactions and visual details with the design team.
- Contributed to website performance, usability and visual quality.

- **Mini Giants** — 2021 – 2023

Junior Web Developer & Designer

- Gained hands-on experience through training and real-world projects.
- Built and maintained web assets across the group of companies.
- Supported nonprofit community initiatives, live events and marketing campaigns.

- **Davasol** — 2020 – Present

Website & Ecommerce Manager

- Provide ongoing freelance ecommerce support focused on SEO and site flow.
- Update products and categories to maintain accuracy and consistency.
- Contribute to website redesign and usability improvements.

Education

Sheridan College

Honors Bachelor of Interaction Design

2020 – 2024

Awards

Oct 2024

Usability in Design Award

Confedde

May 2024

Capstone Project Excellence

Sheridan College

Jun 2019

Media Arts Achievement Award

Grimsby Secondary

Technical skills

Web development
SEO optimization
Ecommerce management
Visual design & layout
Information architecture
Website usability

Professional skills

Project management
Process optimization
Client communication
Time management
Cross-team collaboration

References available upon request.