Tatjana Ažman

Web Development · Salesforce Pardot · Marketing Automation · Analytics

📍 Toronto, ON | 📧 tatazman7@gmail.com | 📞 647-294-1236

🌐 tatazman.com | 💼 linkedin.com/in/tatazman

⛽ About Me

Digital specialist with 15+ years of experience combining web development, digital marketing, and automation. Skilled in turning complex digital ecosystems into clean, efficient, and measurable experiences. Hands-on with HTML, CSS, JavaScript, WordPress, and Salesforce Marketing Cloud/Pardot, bringing both creative and analytical insight to every project. Passionate about building data-driven websites that convert and campaigns that perform.

💼 Relevant Experience

Front-End Web Developer & Digital Marketing Manager
Nelson Education – Toronto, ON | 2015–2025

- Managed, built, and optimized 50+ web projects across WordPress, HTML/CSS, and JavaScript, improving UX and accessibility (WCAG 2.1 AA).

- Oversaw marketing automation workflows and email campaigns using Salesforce Marketing Cloud, optimizing segmentation and engagement.

- Created and coded responsive landing pages and microsites for marketing campaigns.

- Implemented SEO and analytics best practices using Google Analytics/GA4, Tag Manager, and A/B testing for conversion improvement.

- Partnered with design and content teams to ensure cohesive brand alignment and accessibility compliance.

Accessibility & QA Specialist

Nelson Education – Toronto, ON | 2010–2015

- Conducted accessibility and QA testing with NVDA, WAVE, and Lighthouse, ensuring inclusive experiences across platforms.

SEO Specialist

Nelson Education – Toronto, ON | 2009–2010

- Managed SEO and SEM campaigns, boosting organic reach and traffic by improving site structure and keyword optimization.

Digital Ad Specialist

Microsoft Canada – Toronto, ON | 2007–2009

- Managed high-traffic digital ad campaigns across MSN and partner sites.

⚙️ Technical Skills

Accessibility Testing: NVDA, WAVE, axe, Lighthouse

Marketing Automation: Salesforce Pardot, Marketing Cloud, workflows,

Web Development: HTML, CSS, JavaScript, React, WordPress, SharePoint

Analytics & Data: Google Analytics/GA4, Tag Manager, dashboards, reporting

Creative Tools: Figma, Adobe Creative Suite

🎓 Education & Certifications

Web Accessibility Certification – Toronto Metropolitan University

Google Analytics Certification – Google

Digital Marketing – University of Toronto

BA in Marketing & Tourism – University of Economics, Vienna