# MARK A. BLACKWOOD

**WEBSITE ADMINISTRATOR | WEB CONTENT & QUALITY ASSURANCE**

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## PROFESSIONAL PROFILE

I bring practical experience building and maintaining client websites, preparing clear digital content, and checking that pages, links and forms work as intended. My strongest platform is Wix. I combine hands-on website work with formal UX design training, a background in retail marketing, and a careful, organized approach to keeping information accurate. I am currently developing my Shopify and e-commerce administration skills.

## RELEVANT SKILLS

Wix website updates • Content editing and page maintenance • Image preparation and photo editing • Website QA and link checks • Forms and navigation testing • Responsive design • Product presentation • Client coordination • Figma • Adobe Photoshop, Illustrator and InDesign • Microsoft Office

## WEBSITE & DIGITAL EXPERIENCE

**Independent Website Designer & Administrator | Mark Anthoney / Client Projects**

- Build and update business websites, including text, imagery, navigation, service information and page layouts.
- Prepare and edit images for web use; review pages for content accuracy, visual consistency and usability.
- Test links, enquiry forms and mobile layouts; coordinate changes with clients and track revisions.

**Selected project: YASO Basketball Academy | 2026 | yasobasketball.ca**

- Updated programme, coach and contact content; organized parent information and frequently asked questions.
- Reviewed registration enquiry forms, buttons, links and website navigation as part of ongoing quality checks.

**Selected project: Discount Hair and Beauty Supplies | Website & Retail UX**

- Developed a research-informed website redesign focused on navigation, product presentation and responsive layouts.

## ADDITIONAL PROFESSIONAL EXPERIENCE

**Senior Graphic Designer, National Marketing & Signage | Sobeys Inc. | 2011–2019**

- Prepared and checked high-volume retail marketing content, images and promotional materials across multiple banners, maintaining accuracy and brand standards.

**Letter Carrier | Canada Post | 2019–Present**

- Work independently in a process-driven environment where reliability, organization and attention to detail matter.

## EDUCATION & TRAINING

Graduate Certificate, User Experience Design (Honours; Dean’s List) | Humber Polytechnic | 2025

Diploma, Graphic Design & Marketing | George Brown College

Additional studies in Web Design and Project Management | Humber

## PLATFORMS

Wix / Wix Studio (hands-on) • Adobe Photoshop, Illustrator, InDesign • Figma • Microsoft Word, Excel, PowerPoint • Shopify (currently learning)