

Lester Yiu

lesteryiu.com | lester.ws.yiu@gmail.com | [LinkedIn](#) | <https://github.com/LesterYiu>

CERTIFICATIONS

Salesforce Certified Marketing Cloud Email Specialist

Issued Jun 2025

Credential ID: 6236498

EXPERIENCE

Marketing Automation / Cloud Page Developer

Sep. 2022 – March. 2023; Dec 2023 - Currently

BMO

Toronto, ON

- Developed responsive, cross-client emails in Salesforce Marketing Cloud with HTML, CSS, and AMPscript, designing dynamic, modular templates to streamline multi-campaign deployments and enable personalized content at scale.
- Managed automated campaigns in Salesforce Marketing Cloud using Automation Builder and SQL, leveraging dynamic content and audience segmentation for millions of BMO clients, driving higher customer engagement and improving campaign efficiency.
- Built reusable landing page templates and global content blocks using HTML, CSS, JavaScript, jQuery, SSJS, AMPscript, and REST/SOAP APIs, delivering dynamic, responsive, and accessible client-facing websites. Applied front-end development best practices to optimize performance and ensure all landing pages were fully protected against XSS vulnerabilities.
- Worked with marketing managers and other stakeholders to optimize and deploy email campaigns, conducting thorough UAT to ensure compliance with WCAG accessibility standards, CASL, and CAN-SPAM regulations.

Front-End Developer

Mar. 2023 – Nov. 2023

Cursor

Ottawa, ON

- Collaborated with developers and QA teams to integrate Hygraph (GraphCMS) with React and Next.js, building responsive, scalable, and maintainable web applications that met high-quality standards and project deadlines.
- Contributed to the development of web applications under tight deadlines by leveraging Agile methodologies, prioritizing tasks effectively, and collaborating with cross-functional teams to ensure timely delivery and high-quality standards.

PROJECTS

Cursor Website | Hygraph / GraphCMS, NextJS, React, JavaScript, HTML5, CSS3, Tailwind, Figma, GitHub, Git

- Worked closely with back-end developers to implement APIs and services, enabling responsive, high-performing, and maintainable web applications, and ensuring consistent functionality across projects.
- Collaborated with designers and developers across the full lifecycle of a web application, converting wireframes into scalable, and reusable front-end components.

Take Root | Contentful, NextJS, React, JavaScript, HTML5, CSS3, Tailwind, Figma, GitHub, Git

- Developed React components from wireframes, and conducted thorough accessibility testing to ensure compliance with WCAG 2.0 AA and W3C standards, resulting in an application that is fully accessible and keyboard-friendly.

SKILLS

Languages: HTML5, CSS, JavaScript (ES6), Python, SQL, PostgreSQL, AMPscript

Libraries & Frameworks: React, NextJS, Tailwind, SCSS/SASS, jQuery, TypeScript

Developer Tools & Software: Salesforce Marketing Cloud, Automation Studio, Journey Builder, Cloud Pages, Contentful, Hygraph (GraphCMS), Builder.io, Firebase, Cloud Firestore, GitHub, Git Tower

EDUCATION

Juno College of Technology

Web Development Immersive Bootcamp

Toronto, Canada

April 2022 - July 2022

Toronto Metropolitan University

Bachelor of Science, Chemistry

Toronto, Canada

Sep. 2020 - July 2022