

# Salina Shim

Woodbridge ON · 416-389-6593 · [Email](#)

[Professional Work History](#) · [Major Projects](#) · [Creatives](#)

## Skills

- GIS (ArcGIS, QGIS, FME, MapServer)
- Multimedia (Adobe CC)
- Documentation (training, policies, metadata)
- Analytics and optimization
- Website maintenance
- Marketing (blogging, social media, case studies)
- Proofing, testing, quality control
- Support, instruction, and customer service

## Education

BA Honours, Highest Honours, Geographic Information Processing, Carleton University, Ottawa (2003)  
O.S.S.D, Parkside Collegiate Institute, St. Thomas, Ontario (1998)

## Employment History

### First Base Solutions

Markham, ON

#### *Data Manager*

03/2018- 06/2020

Created mashups of open source geo data for distribution through a WMS.  
Tested internal applications and reported bugs.

#### *Communications & Marketing Coordinator*

01/2014- 06/2020

Principal decision maker for planning and implementing the company's first communications strategy.  
Functional execution of all marketing and related public facing activities.

#### *Customer Service – Geo Data Sales*

03/2012- 12/2013

Quoting, order fulfillment and accounting procedures for custom geo data and aerial imagery sales.  
Tech support for customers using data products in any type of GIS or CAD software.

### Canadian Cartographics Corporation

Markham / Oshawa, ON

#### *Cartographer / Graphic Designer*

03/2009- 03/2012

Redesigned print layouts of over 90 best selling folded maps and street atlases.  
Introduced new database maintenance procedures, planned for the company's transition to GIS.

### Mapmobility Corporation

Etobicoke, ON

#### *GIS Technician / Cartographic Team Leader*

10/2005-07/2008

Developed [award winning](#) GIS techniques to produce street maps for print and internet publishing.  
Coordinated with other teams on QC, database management, and workflow planning.  
Wrote a comprehensive manual of custom tools, geoprocessing models and other specifications.

### Town of New Tecumseth

Alliston, ON

#### *GIS Technician*

06-09/2002, 06-12/2003

Revised the Town's official plan and zoning maps to comply with the Oak Ridges Moraine Act.  
Created a GIS inventory of the Town's water, sewer and road assets.