

Robert Passmore-Waugh

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Robert.passmore-waugh@mail.mcgill.ca

PERSONAL SUMMARY

A process-oriented twenty-four-year-old full-time student-athlete from La Pêche, QC. A graduate of Carleton University with an Honours B.A. and currently enrolled in an ALA Master of Information Studies (MIS) program at McGill University, concentrating on data science and user experience.

EDUCATION:

MCGILL UNIVERSITY (Full-time) (2yr)

Master of Information Studies (MIS); User Experience, Data Science

Montreal, QC.

August 2024 - Present

CARLETON UNIVERSITY

Bachelor of Arts Honours: Anthropology (4yr)

Ottawa, ON.

August 2020 - May 2024

CÉGEP HERITAGE COLLEGE

Pre-University Diplôme d'Études Collégiales Program: Social Science (2yr)

Gatineau, QC.

August 2018 - May 2020

RECENT WORK EXPERIENCE:

Centre Wakefield La Pêche (CWLP)

Wakefield, QC.

Client Engagement Specialist

June 2023 - August 2025

- Initiated and successfully executed a six-week website development project for CWLP, incorporating in-depth comparative research, heuristic evaluation, and user-centred design. The project improved the online user experience, reducing the bounce rate by $\approx 35\%$.
- Developed an automated analytics dashboard pairing Looker Studio and GA4 for the CWLP website that provided key data insights essential for strategic decision-making, tailored to understand and engage with the targeted market effectively.
- Created standardized workflows, procedural templates, and organizational tools to support staff and management, including automated communication strategies and municipal and government reporting applications. Served as the main contact for client communications, using stakeholder feedback to improve operations and support strategic changes

JUNIOR RAVENS SUMMER CAMP

Ottawa, ON.

Baseball Instructor - Camp Counselor

Summer of 2022

- Responsible for leading and instructing the Junior Ravens Baseball Summer Camp at Carleton University.
- Managed and adapted new educational strategies on a weekly basis for new groups of 20 children, tailoring approaches to meet diverse learning needs and enhance individual engagement.
- Designed and implemented a schedule that ensured all activities, lessons, equipment, and facilities were ready for the campers each day.

EXTRACURRICULARS

- Pitched for Carleton University's baseball team, which secured a bronze medal in the 2023 Ontario University Athletics (OUA) season.
- Led Carleton University's Varsity VALORANT team for three years, which culminated in \$40,000 in tournament earnings and gained recognition from Sports Illustrated, CTV, and Riot Games Inc.
- Directed the reconstruction of the Carleton Food Collective kitchen (CUSA) as part of course fieldwork for Community Engaged Sociology (SOCI 4170) in the Fall of 2023. As part of a group of 8 students, we provided over 400 students with free meals on campus and hosted 2 networking events out of the kitchen space.

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REFERENCES

Mrs. Julie Cote

President for Centre Wakefield La Pêche (2023-2025)

jewel.b.cote@gmail.com

Julie (Jewels) was the president of the board and oversaw all activities and plans at the CWLP. I worked in collaboration with her and reported to Mrs. Cote on the majority of my project findings and reports, providing her with tacit knowledge during her onboarding process.

Mrs. Christina Stobert

Onsite Manager for Centre Wakefield La Pêche

819-918-9386

programmes@centrewakefieldlapeche.ca

Christina is my current manager at the CWLP. I typically work in collaboration with her for larger projects, but I often report to her when I finish individual work.

Mrs. Vicki Carlan

President of the Centre Wakefield La Pêche (2022-2023)

Current PhD Candidate at Carleton University

613-866-8708

vicki4wakefield@gmail.com

Vicki is the manager who hired me at the Centre Wakefield La Pêche in July of 2023. She oversaw all my projects, tasks, and customer relations.

Mr Christopher Haddad

Head Coach of the Men's Varsity Baseball Team at McGill University

christopher.haddad@mcgill.ca

Chris has been my baseball coach for the past two years and has witnessed my leadership development and overcoming injuries and adversities.

Prof. George S. Rigakos

Carleton University Baseball Manager

1125 Colonel By Dr, Ottawa, ON K1S 5B6

613-799-3183

manager@curavensbaseball.com

George is currently the manager for the Carleton men's Baseball team that I am part of and the one who encouraged me to be a part of the team operating the summer Ravens Camp.

Mr. Jack Meireles

Club President of eSports at Carleton University

1125 Colonel By Dr, Ottawa, ON K1S 5B6

(613) 276-8778

jack.meireles7@gmail.com

Jack has been the club president and coach throughout the past two years. I have competed, coached and supported multiple Carleton esports teams alongside him.