



LIA MATTACCHIONE, B.KIN., MPK

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EDUCATION

- CODING BOOTCAMP CERTIFICATE • NOVEMBER 2021 • UNIVERSITY OF TORONTO
- MASTER OF PROFESSIONAL KINESIOLOGY (MPK) • JUNE 2021 • UNIVERSITY OF TORONTO
- BACHELOR OF KINESIOLOGY (B.KIN.) • JUNE 2017 • UNIVERSITY OF TORONTO

AWARDS

- ANNE HEWETT SCHOLARSHIP (2020)

SKILLS

- HTML / CSS / JavaScript / PHP
- MongoDB / Express(.js) / React(.js) / Node(.js)
- GitHub / Heroku
- InVision Studio
- WordPress
- Word / Excel / PowerPoint / MacOS equivalents
- Photoshop / Adobe Premier / GarageBand
- Fluent in English and Italian

CERTIFICATIONS

SAFETY

- Standard First Aid with CPR "C", The Life Saving Society (2019)

OTHER

- Full G Driver's License

EMPLOYMENT EXPERIENCE

INDEPENDENT CONTRACTOR • THE GERIATRIC EMERGENCY DEPARTMENT COLLABORATIVE • APRIL 2021- NOVEMBER 2021 • PART TIME

Performed quality assurance on staging WordPress website ensuring links, layouts, and document formats are themed appropriately and functional. Alongside co-workers create, adjust and maximize layout of the GEDC website as content is updated. Create landing page layouts for private healthcare events including video and audio edition of webinars, editing of chat notes and overarching themes, and maximizing SEO. Create social media content in alignment with GEDC initiatives and share existing resources via "Med Twitter". Created and manage GEDC LinkedIn page to increase b2b opportunities with private healthcare organizations across America and Canada. Utilize social media analytics to examine viewership data and identify potential website changes as well as releasing specific content to maximize viewership statistics. (Employer: Lorraine Trecroce).

INDEPENDENT CONTRACTOR • HEALTHY DEBATE • DECEMBER 2020- NOVEMBER 2021 • PART TIME

Read, analyze and categorize over 1500 articles, opinion pieces and podcasts in order to appropriately label and tag on the website back-end to maximize user searches. Utilized WordPress, website development software, to update and tag all content into categories. Alongside co-workers to create, adjust and maximize layout of the Healthy Debate website. Using Google Analytics, examine viewership data and identify potential website layout changes as well as releasing written content to maximize viewership statistics. Create social media content calendars in alignment with Healthy Debate material and produce and release social media posts on all platforms. Tracking and reconciling P-Card receipts against business account charges (Employer: Dr. Seema Marwaha).

PROJECT COORDINATOR • ONTARIO KINESIOLOGY ASSOCIATION • OCTOBER 2020-JANUARY 2021 • PART TIME

Leading the KEEN project to ensure project plans and tasks progress in a timely manner. Assess project risks and issues and provide solutions in order to develop project strategic direction. Create new written and video content, finalize existing content through, and utilize HTML to create, update and advance the KEEN website and content. Utilize external web development software, In1touch, to manage and develop new streams within KEEN, and examine membership analytics to assess project outcome achievement to help direct future project objectives. Assist the Board of Directors to evaluate and update professional documents submitted to Ontario Health. Manage project social media accounts including Facebook, LinkedIn, and Instagram. Coordinate with university placement contacts to accept student placements. Manage the activities of co-op, internship and placement students. Prepare appropriate presentation material including strategic direction and plans, for meetings with the Board of Directors and external stakeholders to discuss project progressions, future goals and direction. (Employer: Stuart Moulton, Steven Fischer)

INTERNSHIP/VOLUNTEER EXPERIENCE

PROJECT COORDINATOR & GUEST EDITOR • THE YOUNG CANADIANS ROUNDTABLE ON HEALTH (YCRH) • JUNE 1 2021-PRESENT

Created a youth special series that focused on highlighting and sharing youth experiences throughout the COVID-19 pandemic, how it has affected themselves, their family and/or community. Through the YCRH form a collaborative partnership with Healthy Debate and The Sandbox Project to broadcast this project via Healthy Debate's platform. The purpose of the project is to highlight the youth experience and utilize journalism to acknowledge youth experiences and provide guidance to the readers on how society should proceed in supporting youth and all that they will bring come September 2021. Work alongside YCRH executives and members of The Sandbox Project to create and submit grant and project proposals. Create and finalize all documentation regarding budget, parent consent forms and project summaries necessary for distribution. With The Sandbox Project contact affiliate youth organizations for youth call-out of multi-media content sharing of COVID-19 experiences.

THE YOUNG CANADIANS ROUNDTABLE ON HEALTH • COMMITTEE MEMBER • APRIL 23, 2021

Participate in the communications working group contributing and managing content release on social media platforms including Instagram and Twitter. Work alongside committee members on YCRH initiatives that focuses on supporting and improving the health and well-being of youth across Canada.

BLACK CREEK COMMUNITY HEALTH CENTRE • APRIL 6, 2020 – MAY 29, 2020

Worked within the Kinesiology department, created a new program (The Home Exercise Program) and laid the foundations for a future program (The Peer Led Exercise and Health Education Program). Liaised with Kinesiologists regarding program and content in accordance with client needs as well as the Strategic Direction Plan of the Black Creek Community Health Centre. The relationship agreement between the Central Health Local Integration Network and associated community health centres were examined to ensure program feasibility and identified potential barriers. Documents that were to be provided to clients were written clearly and concisely to maximize understanding and limit the potential language barrier.