

CHRISSY ZICCARELLI

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OVERVIEW

STEM educator and online advocacy expert dedicated to using technology to empower underserved communities and create social change. Process-oriented worker with experience creating and implementing scalable strategies for organizational growth. Self-motivated team player who thrives in fast-paced environments.

WORK EXPERIENCE

Girls Who Code | Chicago, IL

July 2015 – August 2015

Summer Immersion Program Instructor

- Taught a 7-week intensive course for high school girls in HTML, CSS, JavaScript, Python, APIs, and databases
- Monitored and evaluated daily assignments and weekly learning objectives to ensure students' mastery of topics
- Provided mentorship and guidance to 20 students in areas of networking, self-advocacy, and public speaking
- Maintained relationships with partner contacts and speakers to provide class engagement opportunities

Hear Me Code | Washington D.C.

January 2014 - Present

Python Instructor

- Lead monthly classes of 30-50 students in Python methods, such as conditionals, loops, dictionaries, and APIs
- Mentor students, organize study groups, and answer inquiries over email listserv of over 1,400 women
- Attend weekly in-person study sessions to provide one-on-one instruction and project guidance
- Revise curriculum lessons and assigned projects to address ongoing feedback and community growth

M+R Strategic Services | Washington D.C.

July 2013 – June 2015

Senior Associate

- Developed and managed 25+ web projects and email campaigns to increase online donations and engagement
- Served as primary contact for 3 client teams; managed schedules, answered questions, and addressed concerns
- Trained all incoming staff in use of HTML/CSS to produce action alerts, fundraising pages, and email appeals
- Oversaw and evaluated performance of staff members on client teams to ensure quality and timely output
- Drafted social media, mobile, and other web-based content that integrates with email campaigns

femex | Washington D.C.

January 2012 - Present

Director of Technology

- Oversee all website maintenance, ensure all event and application data is accurate and up-to-date
- Established and maintain online database of program contacts for outreach and fundraising activities
- Collaborate with other team leaders to create and implement recruitment strategy across all online channels

Natural Resources Defense Council | Washington D.C.

August 2011 – July 2013

Online Advocacy Associate

- Designed outreach strategy for high-priority online petitions, consistently exceeded goals by 3,000+ signatures
- Produced over 75 online action alert pages and 100 email messages, including newsletters and action alerts
- Recruited 75,000 new email subscribers in 8 months through social media pages and other online promotion

The Partnership for Public Service | Washington D.C.

August 2010 – August 2011

Public Service Fellow – Development & Communications Teams

- Published daily website update requests to promote organizational news pieces and events
- Compiled and coded a daily newsletter for 5,000 subscribers focused on federal workforce issues
- Drafted daily content for all Facebook and Twitter feeds, including CEO and Senior VP accounts

EDUCATION

Duke University | Durham, NC

May 2010

Bachelor of Science in Economics, GPA: 3.42/4.0

Activities: Resident Advisor, Common Ground Retreat Facilitator, Defining Movement President

SOFTWARE SKILLS

Web and Online: HTML/CSS, Python, JavaScript, WordPress, Twitter, Facebook

Constituent Relationship Management: Convio, Salsa, Raiser's Edge, MailChimp

Desktop and Design: Microsoft Office Suite, Adobe Photoshop and Illustrator