## **ELISA CASELLA**

#### **1B Honours Mathematics Student**

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Hamilton, ON

in elisacasella

## **EXPERIENCE**

#### Web Developer

#### **Jumpsations Rope Skipping Team**

- July 2019 Present
- Hamilton, ON
- Independently produced a modern, contemporary website using HTML, CSS, and WordPress, increasing recreational program registrations by 50%
- Introduced Google Analytics to the website, allowing for 100% more meaningful insights on page traffic
- Streamlined the site's design by hand-picking an effective and efficient WordPress template, saving over 50 hours
- Introduced relevant plugins (Instagram) and media (promotional video), saving over \$200 in marketing and participant-acquisition costs and increasing performance inquiries by 50%
- Gained recognition for the team by crafting exciting posts about recent events that the members attended

### Website Manager & Front End Developer Ontario Rope Skipping Organization

Nov 2019 - Present

Hamilton, ON

- Kept the website's information and content up to date, while formatting and posting content in an organized manner
- Responsible for coding different parts of the website in HTML and CSS, while using the WordPress interface and features
- Implemented social media plugins and promotional content to inform the organization's members of any future events and activities

# Administrative Assistant West Mountain Footcare Clinic

**i** Jul 2017 - Jun 2020

Hamilton, ON

- Analyzed patient data to optimize scheduling through the CFPM system, increasing return rates by 15%
- Received payments for services and merchandise using a POS system
- Wrote and filed patient reports while working towards the development of a fully-electronic database
- Answered phones and interacted with patients daily, ensuring that they felt safe and comfortable in a medical setting

## **PROJECTS**

## 3 Minute Pacer Tool

#### **Android App Development**

**July 2020** 

- Developed an Android application with Java in Android Studio to optimize training for competitive jump-ropers (currently available in the Google Play Store)
- Investigated and improved the application's performance using the virtual Android Emulator
- Created an interface that produces a personalized audio track with a specific BPM and sound based on the user's selections and desired goal

### **EDUCATION**

# Bachelor of Mathematics, Honours University of Waterloo

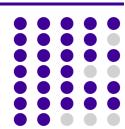
**Sept 2020 - Apr 2025** 

High School Diploma (99.8% avg) Sir Allan MacNab Secondary School

**Sept 2016 - June 2020** 

### **TECHNICAL SKILLS**

HTML CSS WordPress JavaScript Microsoft Office Java Python



## **AWARDS**



**Top 5%** 

in the CEMC Fermat Mathematics Contest (17 000+ competitors)



**Grand National Jump Rope Champion** without restriction of age or gender, 4 years and counting



**President's Scholarship of Distinction** for students with a graduating average of 95+



Canadian National Jump Rope Record in 2 different events in the female and mixed gender categories, ages 18+

## **VOLUNTEER EXPERIENCE**

# Pre-Competitive Jump Rope Program Leader and Coach

#### **Jumpsations Rope Skipping Team**

- **i** Sept 2017 Present **●** Hamilton, ON
- Created a new training program to prepare over 50 athletes for their first jump rope competition, increasing performance rankings by 10 places
- Obtained official coaching and First Aid/CPR certifications to be able to represent the club at a higher level with greater responsibility
- Designed unique and high-scoring jump rope routines based on international judging experience, increasing scores by 20%