ELISA CASELLA

1B Honours Mathematics Student

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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

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

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%