



rehilsen@gmail.com



<https://mckeddmatt.github.io/RHilsen>



<https://mckeddmatt.wordpress.com>



3dogmis

# Rayanne Hilsen

*Hi there. My Name is Rayanne and I do a lot. I not only currently work as a Project Manager where my past skills in Business Development come in handy, but I also design and develop responsive web sites. When I'm not doing that, I'm tackling a customer's social media marketing campaigns or designing and writing copy for their advertising content. I know customer service. And you could say I kinda like to be busy.*

## WORK EXPERIENCE

### 2010 – present, Project Management & Business Development, Alberta

- As Lead Project Manager have coordinated and monitored multiple project implementation activities, timelines, resources and budgets
- Responsible for developing and communicating project information via presentations and written documents in order to provide advice and create buy-in with stakeholders
- Negotiated, drafted and finalized legal transactional documents (i.e. Collaborative Agreements, Contracts, Confidentiality Agreements, Letters of Intent, etc.) with various clients

### 2015 – present, Web Development & Social Media Marketing, Alberta

- Completed various responsive websites customized to a customer's desired audience
- Identify structural updates for client websites, landing pages and blogs to enhance the ability for search engines to index and understand both content and purpose
- Designed promotional material including brochures, coupons, flyers, white papers, and info-graphics
- Assist with creating content on social media accounts align to a client company's culture, vision and mission

## TECHNOLOGY & SOCIAL MEDIA EXPERIENCE (100% SELF-TAUGHT)

- Proficient in the entire Microsoft Office software package
- Know Responsive Web Design and Development including HTML5, CSS3, SCSS, Bootstrap 3 & 4, Javascript, Adobe Photoshop
- Know all about Search Engine Optimization (SEO) strategies
- Very good at Facebook, Twitter, Instagram, Google+
- Have used Content Management Systems (Wordpress & Modx)
- Know Google Analytics, Google AdWords, Facebook Analytics (Facebook Pixel)
- Familiar with Customer relationship management (CRM) software (Nutshell & Hubspot)
- Have used MailChimp, Survey Monkey, Slack, Dropbox & GoogleDocs

## EDUCATION

BSc in Biological Sciences (University of Alberta)

&

Diploma in Biotechnology (British Columbia Institute of Technology)

## ADDITIONAL DETAILS

- Volunteer mentor with Ladies Learning to Code Canada
- Published over six scientific papers
- Have a Project Management Extension Certificate
- Have taken a Public Speaking course, seminars in Management for Supervisory Personnel and a Conflict Management course

## HOBBIES & FUN FACTS

- ☀ *I'm a tad crazy about dog training/agility (see my blog!)*
- ☀ *Love running, hiking & kayaking*
- ☀ *I'm very into gardening*
- ☀ *And yes, I'm addicted to technology*

## REFERENCES

Upon request