rachel farewell

RACHEL FAREWELL

I am a recent graduate with three years of experience growing and improving the online experience of social enterprises and organizations through web development and social media content creation. I am seeking opportunities in a fast-paced work environment to exercise my passion for empowering women & youth through technology and entrepreneurship.

profile

- @rachelfarewell
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- www.rachelfarewell.com
- Toronto, ON
- shopifypartners/rachelfarewell

education

Honours BA in International Development and Globalization, Minor in Law   **2013-2017**
University of Ottawa
Ottawa, ON

Intro to Web Development   **2016**
BrainStation
Toronto, ON
*Recipient of Merit Scholarship for the Spring 2016 cohort

skills

- HTML
- CSS
- jQuery
- JavaScript
- Bootstrap
- Liquid (In-Progress)
- SPSS
- Shopify/e-commerce
- Google Analytics
- B2B/B2C Content Writing
- Basic UX/UI
- Microsoft Excel, PowerPoint
- Technical Writing
- InVision

references

Melissa Sariffodeen
Ladies Learning Code, CEO
647-922-6110

Nicole Bélanger
Ladies Learning Code, Community Development
613.620.6512

Yael Magid
Devs Without Borders, Event Organizer
647.465.5654

experience

Enactus uOttawa | Web Developer   **2015 to present**
Ottawa, ON

- Designed and developed the organization's website via SquareSpace and InVision
- Managed a team of ~5 individuals
- Lead creation of professional website content and structure including member portal and projects page

Accomplished
*Acquired recognition from the Telfer School of Management
* Increased direct page visits by 44%

Devs Without Borders | #BreakInequality Hackathon Organizing Team   **Sept-Dec 2016**
Waterloo, ON

- Professionally communicated with large corporations to secure in-kind donations
- Assisted with logistical plans and issues
- Designed and scheduled event's social posts for all platforms
- Managed organization's social platforms and live social feed via Facebook, Instagram and Twitter
- Acted as the main point of communication amongst participants via Slack

Accomplished
* Secured in-kind donations from Coca-Cola, Harvest Snaps and AWAKE Chocolate

Ladies Learning Code | Youth Engagement Lead   **June- Sept 2016**
Toronto, ON

- Instructed and mentored ~200+ youth participants with web development, game design, entrepreneurship, UX/UI and business development and innovation
- Managed the organization's Instagram account growing engagement by 60%
- Worked directly with participants to promote participation and engagement with the tech industry
- Lead workshops for large groups of participants
- Wrote and published organization's summer camp blog post via Wordpress

Accomplished
* Helped address the gender gap in STEM and promoted technology amongst youth