

rachel farewell



TORONTO / 705.345.5821 / RACHELAFAREWELL@GMAIL.COM

PERSONAL ACOMPLISHMENTS

- First social venture secured \$8k in funding via KickStarter and gained over 1,000 Facebook likes in 24 hours
- University of Ottawa's Dean's List for the graduating class of 2017
- Awarded Enactus Canada Community Service Leadership Certification for contributing over ~1000 volunteer hours

SUMMARY

- Self-motivated, organized, detailed oriented recent honours undergraduate with three years experience in entrepreneurial start-up environments.
- Recent experience includes growing and improving the online presence of organizations and social ventures through web design and digital content creation.
- Excellent time-management skills; effectively manages and prioritizes running task lists while maintaining day-to-day operations.
- Exceptional communication skills; displays a high level of professionalism and confidence while maintaining rapport with industry professionals and colleagues. Intuitively anticipates needs of others.
- Experienced in front-end web development and various forms of digital marketing including social media content creation and maintenance, B2B/B2C content writing, e-mail marketing as well as accounting principles.
- Business level speaking proficiency in Spanish

SKILLS

- Proficient with standard office software including Microsoft Office Suite.
- Advanced front-end web development skills in HTML, CSS, jQuery, JavaScript, Bootstrap and Git; with advancing skills in Ruby on Rails and Liquid.
- Experience with online digital tools including Adobe Creative Suite and InVision and experiences in UX/UI and B2B/B2C content writing.
- Proficient with use of all social media platforms including Instagram, Facebook, Twitter, and scheduling tools including Hootsuite.
- Intermediate understanding and experience with Shopify, SquareSpace and e-commerce based online platforms.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Honours BSocSC in International
Development and Globalization,
Minor in Law
University of Ottawa
Ottawa, ON
Class of 2017

Web Development
BrainStation
Toronto, ON
*Recipient of Merit Scholarship
Spring 2016 Cohort

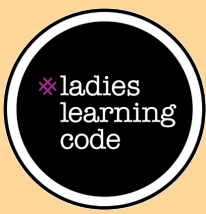
Entrepreneurship 101 Certificate
MaRS Discovery District
Toronto, ON
March 2017
License 10569876

REFERENCES

Melissa Sariffodeen
647.922.6110
CEO of Ladies Learning
Code

Yael Magid
647.465.5654
Devs Without Borders,
Hackathon Lead

Corey Ellis
613.298.5821
Enactus uOttawa,
President



Ladies Learning Code

Youth Engagement Lead
Toronto, ON - MaRS Discovery District
June 2016 - September 2016

Instructed and mentored ~200+ youth participants with web development, game design, entrepreneurship, UX/UI and business development and innovation

Worked directly with participants to promote participation and engagement

Lead workshops for large groups of youth participants

Supported youth and fellow colleagues

Acted as a leader and role model for youth participants

Managed the organization's Instagram account for youth activities and events

Accomplished

*Communicated professionally with industry professionals including Satya Nadella, Deb Matthews and Mitzie Hunter



Dev Without Borders

#BreakInequality Hackathon Organizer

Waterloo, ON - Google Canada & Comunitech
September 2016 - December 2016



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

Accomplished

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



Enactus uOttawa

Website Designer and Developer

Ottawa, ON - University of Ottawa
March 2015 - April 2017

Developed the organization's website(s) via SquareSpace, wire-framed and designed through InVision

Managed a marketing team of ~10 individuals

Lead creation of the organization's website(s) content; used to represent the organization on national and international levels

Assisted the Director of Marketing with various digital marketing related material including online content creation for venture projects

Set-up all website accounts and domains; including payments

Accomplished

* Acquired recognition from the University of Ottawa's Telfer School of Management

* Increased direct page visits by 44%

