

Rayna McGinnis
412-779-8662
raynamcginnis@gmail.com

Education:

Full Stack Coding Bootcamp, Expected Completion May 2019

University of Denver, Denver, Colorado

Bachelors of Science in Adult Fitness and Exercise Science, Minor in Nutrition, December 2013

Metropolitan State University of Denver, Denver, Colorado, GPA 3.93, Summa Cum Laude

Studied K-12 Physical Education

Colorado State University of Pueblo, Pueblo, Colorado, August 2010-May 2011, GPA 3.9

Associates of Science in Exercise Science, Emphasis on K-12 Physical Education, May 2010

Community College of Allegheny County, Pittsburgh, Pennsylvania GPA 3.7

Work Experience:

Elements Massage, January 2019 - Present

- Provides an exceptional client experience that includes answering phone calls and emails, scheduling appointments, processing payment, conducting studio tours and helping clients complete appropriate paperwork.
- Educates clients about the benefits of the Elements Wellness Program and processes enrollment paperwork.

Social Media and Blogging Specialist at Rayna McGinnis, LLC, November 2016 - Present

- Created and implemented social media campaigns for clients with a focus on increasing customer interaction, brand credibility and customer loyalty.
- Increased website traffic through creative content marketing, blogging and search engine optimization using Wordpress and Squarespace platforms.

Owner/Lead Photographer at Rayna McGinnis Photography, August 2010 – Present

- Photographed weddings, engagement sessions, head shots and dogs
- Provided exceptional customer service in person, via email and on the telephone
- Matched potential clients with the appropriate photography packages and services to ensure customer satisfaction
- Implemented monthly social media campaigns, email marketing, search engine optimization and website maintenance.
- Maintained accurate accounting records, business supplies and client records

Intern at IMAGE Group, August 2013 - November 2013

- Administered DXA Scanning, resting metabolic rate testing and treadmill VO2 Max tests for ongoing studies
- Updated study data by completing necessary paperwork and accurate data entry into the databases
- Observes a variety of exercise tests to ensure participant compliance and safety.

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Certifications:

- Functional Diagnostic Nutrition Practitioner Certification
- Wilderness First Responder, Wilderness Medicine Outfitters, Valid through May 2019
- Professional Level CPR/First Aid, Wilderness Medicine Outfitters, Valid through May 2019

Skills:

- Wordpress, Squarespace
- HTML, CSS, Bootstrap
- Search Engine Optimization
- 15+ years customer service experience
- 10+ years sales experience
- Typing: 80 words per minute
- Proficient in Microsoft Word 2016 and Excel 2016