

RACHEL CONNOLLY

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EDUCATION

University of Michigan, Ann Arbor, MI, May 2017
B.S. Computer Science, Minor in Complex Systems GPA 3.2/4.0

COURSEWORK

Discrete Math, Intro to Probability, Linear Algebra, Data Structures & Algorithms, Intro to Computer Organization, Web Databases & Information Systems (Fall 2015), Intro to Computer Security (Fall 2015)

SKILLS

C++, Python, SQL, HTML/CSS, Adobe Creative Suite

EXPERIENCE

Advisor, March 2014 – Current

MHacks, Ann Arbor, MI

Coordinate financial and legal operations and mentor the current directors. Facilitated the development of online application system. Refined branding, communications, and outreach. Orchestrated logistics and day-of operations for over 1200 hackers, sponsors, and volunteers for MHacks IV in September 2014.

Marketing Analytics Intern, June 2015 – August 2015

Code Fellows, Seattle, WA

Designed physical and digital assets across departments for students and business development. Spearheaded email drip campaign for new newsletter subscribers. Wrote ad copy for retargeting campaign. Analyzed email subscriber behavior using A/B tests and campaign performance data.

Communications Intern, June 2014 – August 2014

Venture for America, New York, NY

Developed social media strategy for VFA's annual Training Camp. Assisted with PR efforts pertaining to development. Created on-brand print and digital content for VFA including video and photo.

Digital Engagement Intern, October 2013 – March 2014

Department of Education, Virtual

Performed content audit on previous social media material. Developed and evaluated content for FAFSA media campaign that covered Facebook, Twitter, Official Blog of Department of Education, and alternative advertising sources.

CAMPUS INVOLVEMENT

Director of Media and Technology, Sept 2013 – April 2015

rEDesign, University of Michigan

Engaged students on education reform topics through Facebook and Twitter. Collaborated on projects to encourage social justice dialogues in secondary education and to unify the education student organizations on campus.

Volunteer, Sept 2013 – April 2014

The Detroit Partnership, University of Michigan

Volunteered weekly as a first grade classroom assistant in Detroit.

LOVES

Open Government Data, Maps, Slack, Musical Theater, Dogs