

Rebecca Refford

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Experience

- 2016 - 2018 Junior Web/UX Designer @ CreativeMMS**
Worked under Creative Director to study user interaction, draft wireframes, and create intuitive web designs with the goal of increasing web conversion for clients.
- 2014 - 2016 Software Development Intern @ Chariot Solutions**
Learned Java and JavaScript under the mentorship of Chariot's architects. Built the website for ETE 2016, Chariot's deeply technical conference for developers, in PHP. Assisted with marketing, company website design, and podcast production for the remainder of the internship.
- 2014 Sales & Marketing Intern @ Haydle**
Honed the initial marketing strategy for Haydle, a new B2B knowledge software startup. Directly assisted VP of Sales. Sales and marketing efforts resulted in a gain of 1500 users in the first year.
- 2011 - 2016 Marketing Associate & Webmaster @ TechGirlz**
Advocated for women in technology by providing free, hands-on workshops to middle school girls. Planned and actualized various marketing campaigns, increasing our reach to over 10,000 girls across the globe. Built & maintained website in WordPress, and designed campaign graphics.

Volunteer

- 2014 - 2016 Camp Director @ TechGirlz Entrepreneur Summer Camp**
At TechGirlz' Entrepreneur Camp, middle school girls take business concepts from ideas to actualization over the course of a week. As leader of the planning team, I booked speakers and developers from Philly's tech community beforehand and lead girls through the lessons during the week. Served as counselor for 2 years prior.
- 2015 Planning Team Member @ Women In Tech Summit**
Booked speakers for the hands-on tech track of this national conference for women working in technology.

Education

- 2013 - 2014 Temple University GPA: 3.9**
Provost Scholar and I.T. major in Temple's Honors College while maintaining 3 internships. Left academia to pursue more meaningful, hands-on work.
- 2011 - 2012 Villanova University GPA: 4.0**
Took classes at Villanova during my senior year of high school as part of the Archdiocese of Philadelphia's Diocesan Scholar program.

Hard Skills

Photoshop
HTML/CSS
PHP

Wordpress
Git & Github
Networking, DNS, SSL

Ticketing Systems (Zendesk)
Social Media Campaigns
Technical Writing

Digital Marketing & SEO
Writing and Editing
Event Planning