

**SARA CORTES**

<https://wsaracortes.wixsite.com/portfolio>

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***SUMMARY***

• Strong leadership and interpersonal skills through leading various teams including the IONA Journal of Economics, UBC University Fashion Club, Project U&G Dance Team, BESTES Dance Co., and Ellie’s Market

• Entrepreneurial mindset through co-founding BESTIES Dance Co (2018) and Ellie’s Market (2020)

• Content creator that integrates digital marketing KPI analysis through experience at UBC Student Communications

• Able to communicate effectively in a D2C, B2B context through editing and writing experience for the UBCLife Blog, IONA Journal, Vancouver Asian Film Festival (VAFF), and YES! Vancouver

***EDUCATION***

Sep 2015 – May 2020

University of British Columbia - Bachelors of Arts

**Economics with minor in International Relations**

*Specialization in global wealth inequality, competitiveness in the global economy, macroeconomics*

Thesis exploring the correlation between rising crime rates and tourism in Italy. Themes on ethical tourism, globalization, sophistication in crime.

***TECHNICAL SKILLS***

* Microsoft Office
* Google Analytics
* Adobe Illustrator
* Adobe Photoshop
* Adobe Lightroom
* Drupal
* Mailchimp
* Wix/Wordpress/

Squarespace

***RELEVANT EXPERIENCE***

*CR-04 PROGRAMS ASSISTANT | IMMIGRATION, REFUGEES, AND CITIZENSHIP CANADA | FEB 2021*

•Screens documentation, applications and files; reviews for completeness and accuracy; identifies discrepancies; obtains and reviews data; seeks out missing or relevant information. Assesses problematic cases and researches internal/external sources to resolve problems or discrepancies and supports program integrity.

•Replies to and prepares pre-formatted and original correspondence and reports which may involve monitoring or researching of internal and external sources.

*CO-OP COMMUNICATIONS ASSISTANT | UBC STUDENT COMMUNICATIONS | SEPT 2018 - APR 2019*

• Developed student-focused content for UBC Life–the brand that captures student life at UBC. Tasks included writing blog posts and newsletter features, creating digital signage and social media content.

• Led 8-month project collecting and analyzing user data for UBCLife website and Twitter page to track engagement, organized and presented data with suggestions for Creative and Editorial Team and Directors of UBC Student Communications.

• Key contributor to the UBC Life blog which included pitching and writing stories based on the student life cycle, peer reviewing author posts, and developing series to target content gaps.

*DIRECTOR (MAY 2018 – MAY 2019) | SENIOR EDITOR (OCT 2017- APR 2018)| UBC IONA JOURNAL OF ECONOMICS | OCT 2017- MAY 2019*

• Managed a team of 28 operational staff of various departments by overseeing the hiring of finance, printing, design, editorial, and marketing support.

• Oversaw community outreach to source funding for writing grants and coordinating with sponsors to determine what organizations would align with IONA Journal values.

• Led the production and internal affairs of the IONA Journal by managing the design, funding, and marketing of the issue.

*CO-FOUNDER | BESTIES DANCE CO (OCT 2018 - PRESENT) | ELLIE’S MARKET (JUN 2020 - PRESENT )*

• BESTIES is a performance dance crew at UBC focused on a creative space for heels and sexy street choreography and training. I co-direct this team which includes providing heels training, creating choreography, directing concept videos, creating content for our Instagram, recruiting, and coordinating performance opportunities.

• Ellie’s Market is an e-commerce company focused on creating handmade embroidered goods with my original designs (unless otherwise requested). As the co-owner I do customer service, photography, packaging, content creation, manage all social platforms, handle finances, and create some of our products.

***ACADEMIC AWARDS***

* NEXEN ENERGY SCHOLARSHIP FOR DEPENDENT CHILDREN OF EMPLOYEES

*SEP 2015 – MAY 2019*

For maintaining academic excellence

* CALGARY YOUTH VOLUNTEER CORP 100-IN-1 AWARD

*JAN 2016*

For over 100 hours of volunteering in one year

* ALEXANDER RUTHERFORD SCHOLARSHIP

*SEP 2015*

For academic excellence throughout high school

***References available on request***

***EXTRA EXPERIENCE***

*CONTENT & COPYWRITER | VANCOUVER ASIAN FILM FESTIVAL (MAY 2020 - PRESENT)| YES! VANCOUVER (FEB 2021 - PRESENT)*

• Creating written content as part of the marketing/communications team to support marketing collateral, blogs, web content, print programs, social media content, and newsletter content

• For VAFF I write and edit film reviews, event recaps, and editing programs for both VAFF and partnered screenings at other festivals

• For YES! Vancouver I interview featured guests on our social platforms and generate content for the blog.

*UNDERGRAD ACADEMIC IT ASSISTANT| UBC SAUDER SCHOOL OF BUSINESS | JAN 2017- MAY 2020*

• Responded to emergency technical requests and provided high quality service to faculty and clients of Sauder.

• Set-up audio visual equipment for classrooms according to Sauder specifications to ensure efficiency during lectures.

• Maintained client confidentiality and cyber security for IT requests.

*EVENTS DIRECTOR| UBC UNIVERSITY FASHION CLUB | OCT 2016 - APR 2018*

• Art directed creative concepts through communication with marketing, sponsorship, and volunteers to host events such as: workshops, speaking panels, sponsored trips.

• Led the events team and event volunteers in planning and coordinating club events, determining its logistics and determining appropriate budget.

• Oversaw the social media and newsletter outreach to club members and the general UBC community.

*GRAPHIC DESIGNER / ASSISTANT DIRECTOR | PROJECT U&G DANCE COMPANY | APR 2019 - MAY 2020*

• Lead designer for creating visual content for social media channels of Facebook and Instagram. This includes conceptualizing visual marketing strategy for workshops, social events, and fundraisers, as well as promotional material for concept videos. Overseeing the material production of team merchandise including shirts, sweatpants, and stickers.

• As part of the directing team I choreographed a performance set with 13 members. I also did outreach for professional industry dancers to teach and promote our workshop fundraisers.

*SOCIAL MEDIA COORDINATOR & EVENTS COORDINATOR| UBC ROBERT H. LEE ALUMNI CENTRE | MAY 2018 - AUG 2018*

• Concepted a social media rebrand for the Instagram and Facebook page. Maintained the center’s Instagram and Facebook pages which included regular posts, responding to direct messages, and interacting with other accounts to generate engagement.

• Reached out to past clients for photography permission, generating documents to ensure streamlined processing of photos and to ensure visual consistency in the feed.

• Worked independently to assist with coordinating any last-minute event requests such as ­floor plan changes, and equipment rental needs.