

# RACHEL LEE

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Portfolio | <https://rachlee.ubcarts.ca>

## CAREER HISTORY

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### Communications and Web Coordinator

*UBC DEPARTMENT OF PSYCHOLOGY*  
SEP 2019 - PRESENT

- Write and produce relevant web and digital content that incorporates best practices in web writing, search optimization and digital asset integration
- Plan messaging and coordinate social media posts for the department's social media channels
- Evaluate strategy and content by generating and analyzing data related to search optimization, social media, click-through rates, and web analytics

### Communications Coordinator

*PETER A. ALLARD SCHOOL OF LAW*  
SEP 2019 - DEC 2019

- Monitor website for outdated information, broken links, and technical issues and work to correct them
- Develop creative and project briefs; manage timelines to support the progress of projects

### Communications Coordinator

*STUDENT LEADERSHIP CONFERENCE*  
JUL 2018 - FEB 2019

- Manage social media channels and website; listen, respond and create conversations surrounding leadership and student engagement
- Promote hiring, nominations and events through organizing online campaigns for one of the largest student led conferences in Canada

## ACHIEVEMENTS

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Ranked top 10% in the Faculty of Arts for academic performance in the 2017-2018 Winter Session

Received a 2019 Go Global International Learning Programs Award

## COMPETENCIES

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Content Management Systems |  
Wordpress, AIR sites, Drupal

Graphic Design | Adobe Illustrator, Canva

Photography | Adobe Photoshop, Adobe Lightroom

Social Media | Hootsuite, Facebook, Twitter, LinkedIn, Pinterest, Instagram and Instagram stories

Video Editing | iMovie, Adobe Premiere Pro, Adobe After Effects

-MS Word, Excel, Powerpoint, Outlook  
-Prezi, Google drive/doc/spreadsheet

## ACADEMIC HISTORY

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University of British Columbia  
BA '21, PSYCHOLOGY  
MINOR IN HEALTH AND SOCIETY

Lab manager: Responsible for updating the Wordpress website, managing grants and finances, hiring of new RAs  
Social Health Lab | JUN 2018 - PRESENT

Teaching Assistant: facilitate tutorials, mark assignments and exams  
PSYC 217 | SUMMER 2019

Directed Studies Student: conduct own research and write a mini thesis  
Social Health Lab | 2018 - 2019

Research Assistant | 2017 - PRESENT  
Access and Diversity Notetaker  
2017 - PRESENT

# COPYWRITING SAMPLES

## COPYWRITING FOR THE WEB

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### Faculty, funding and research

<http://bit.ly/JZresearchfunding>

### Faculty, award and research

<https://bit.ly/Schmaderaward>

### New faculty, Q & A

<https://bit.ly/DawsonQA>

### Undergrad, opportunities

<https://bit.ly/undergradguide>

### Community, fun engagement

<https://bit.ly/PUPSScully>

## COPYWRITING FOR NEWSLETTERS

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### External newsletter

<https://bit.ly/psychupdateexternal>

### Internal newsletter

<https://bit.ly/mindreaderinternal>

### Event bulletin

<https://bit.ly/psycheventbulletin>

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## SOCIAL MEDIA

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### Twitter

#### NEW RESEARCH ALERT

- <https://bit.ly/RLtweet1>

#### MEET NEW FACULTY POST

- <https://bit.ly/RLtweet2>

#### FUN STATISTICS POST

- <https://bit.ly/RLtweet3>

### Instagram

#### FACULTY FEATURED IN NETFLIX DOCUMENTARY

- <https://bit.ly/RLinsta1>

#### PETS OF UBC PSYCH FEATURE

- <https://bit.ly/RLinsta2>

### Facebook/LinkedIn\*

\*CANNOT LINK TO SPECIFIC POSTS, SCREENSHOTS ARE PROVIDED



**UBC Department of Psychology**

992 followers

3w • 🌐

Why is there a sudden increase in online learning services? Dr. Catherine Rawn says the demand might be driven in part by a desire to achieve a sense of control during an otherwise chaotic time in [CBC](#)

Read more: <https://bit.ly/2Bs28wR>



**UBC Department of Psychology**

Published by Rachel Lee [?] · June 2 at 10:00 AM · 🌐

Are you expecting a baby? [UBC Centre for Infant Cognition](#) is recruiting families for their 500 babies project—to study babies' social development from birth to age three.

Participating families will be enrolled in regular draws for \$250 gift certificates.

Join the study, now available online!

For more information: <http://bit.ly/UBCBabyStudy>



**UBC Department of Psychology**

Published by Rachel Lee [?] · May 7 · 🌐

Exhausted all the shows and movies on your Netflix watchlist? Add another one: 'Babies'!

Featuring Dr. Kiley Hamlin and the Centre for Infant Cognition (Relationships episode in June), *Babies* is a new [Netflix](#) docuseries that explores the mystery of the first year of life: [netflix.com/babies](https://netflix.com/babies) [#babiesonnetflix](#)