

# Rebecca Ellis

<http://about.me/rebejellis>

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## Summary

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Project and Communications Manager with over ten years of additional experience in content management systems and development of communications and content strategy, business intelligence consultant, market research and communications specialist for international law firms, non-profits and IT companies in Germany, United States and Mexico. Social media metrics, SEO, content management systems including landing pages, UX experience design, and digital marketing strategy; knowledge of Agile and online scrum management tools, Gantt pipeline tools, internal communications platforms, Salesforce Certification in Data Management. Languages: German, Spanish, English.

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## Work Experience

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3/2016-Present

### **Project Manager**

*VOPA International Ltd, Mexico City*

- Manage Content and Development Teams for mobile app startup
- Implement cloud-based task management systems and integration with other internal communications tools (Slack, Bitrix, Trello)
- Train community managers to use internal communications apps
- Website administration, including validation and translation of content
- Use of social media metrics to steer SEO and marketing strategy
- Research development agencies, interview and hiring of contractors
- Supervise development tasks using git repositories (Testfairy, Bickbucket, github), JIRA and Gantt development pipeline tools, bringing milestones ahead of schedule
- Achieved nearly 180% growth rate of user universe within first three months of prelaunch social marketing campaign
- Doubled Facebook user universe in two-month period
- Prototype design and testing

2/2014-Present

### **Translation and Communications Specialist**

*Arochi & Lindner, Mexico City*

- Legal Specialization: patents
- Translate contracts, financial statements, leases
- Correspondence with international clients
- Localize website and marketing content (Drupal)
- Consultation with integration of client-facing mobile app Slack into Salesforce

8/2012 – 1/2014

### **Legal Translator**

*Capín, Calderón, Ramírez y Gutiérrez-Azpe, S.C., Mexico City*

- Specializations: corporate and labor law
- Translated contracts, financial statements, leases
- Coordinated social media and content strategy

- 9/2010 – 8/2011      **Senior Research Consultant**  
*Project on Organizing, Development, Education and Research, Mexico City*
- Conducted business intelligence and market research
  - Impact and risk analysis for international stakeholders
  - Produced a 20-page report on social security evasions by Mexican service sector companies
  - Collaborated with human rights organizations
  - Public outreach and communications

- 10/2006 – 9/2009      **Communications Coordinator**  
*Metaphernwerkstatt Artist Consortium, Berlin, Germany*
- Determined marketing strategy
  - Wrote international press releases
  - Generated and maintained press contacts
  - Designed online material and publicity
  - Coordinated community outreach efforts and event planning
  - Managed technology acquisition and inventory

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### Technical Skills

- Drupal and Wordpress
- HTML
- Basic SQL data management
- Crystal Reports, SPSS
- Audio & video editing
- LexisNexis and Factiva
- Slack
- Salesforce Data Management
- Basic object oriented programming, Java
- Python for Beginners

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### Internships

- Summer 2010      Spanish Language Outreach, *Democracy Now!*, New York, NY.
- 2006 – 2010      Radio Producer, International Correspondent, Radio Onda, a project of the Latin American News Agency, Köpenickerstr 188-189, 10997 Berlin.

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### Higher Education

- 2001 – 2005      Bachelor of Arts degree in German Studies, Michigan State University
- 2006 – 2010      Master's program in Communications at the Polytechnic University of Berlin, coursework in Computer Networking and Media Engineering
- 2011 – 2012      Master of Science in Journalism at Columbia University, New York  
Coursework in business, social media reporting, news aggregation, digital media.

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### Publications

“Sachamanta,” Translation of subtitles from German and Spanish into English for independent film, [www.kameradisten.org](http://www.kameradisten.org), 2015.

“Heimat Was?“ coproduction of a short film, Metaphernwerkstatt, Berlin, 2010.

*Non-commercial news media in Chile*, Master's Thesis, Polytechnic University of Berlin, 2010.

Radio Play “100 000”, produced for digital radio 100.000, Polytechnic University, Berlin, 2007.

*Word Problems or Problems with Words? Die feministische Diskussion über „Political Correctness“ als eine vorgesehene Maßnahme gegen Sexismus und Rassismus im englischen und deutschen Sprachraum*, University of Freiburg, May 2000.

*My Ultraviolet Phase*, poetry anthology, text-setting in LATEX2, self-published October 26, 2001.