

STELLA RUFEBSEN

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EDUCATION

University of California, Santa Barbara (UCSB) - GPA: 4.0

September 2018 - June 2022

Bachelor of Science (B.S.), Psychological and Brain Sciences

- 2 Minors: Professional Writing - Multimedia Communication; Applied Psychology
- College of Letters and Sciences Honors; received Dean's Honors for 11 consecutive quarters
- Relevant Coursework: Business and Administrative Writing (A), Statistical Methods (A), Educational Psychology (A+)

RELEVANT EXPERIENCE

Lead Health Promotion Intern

June 2021 - Present

Health Promotion Intern - Sleep Specialist

September 2019 - June 2021

UCSB Department of Health and Wellness | Santa Barbara, CA

- Optimized department scheduling by leading the transition to Google Calendar based on feedback gathered from interns; managed training for all staff (creation & delivery), built expectation checklists, and implemented an improved accountability process for interns
- Acted as project manager for the redesign of UCSB Sleep Challenge web app (150+ quarterly participants) which resulted in improved student sleep prioritization by 67% and statistically significant improvement in sleep hygiene practices 30 days after challenge completion; Redesign included a more than 50% increase in content, a more than 90% increase in student feedback, and working cross-functionally with 3 different departmental teams
- Developed and presented two professional development trainings (Google Calendar basics & email communication best practices) to a team of 10+ interns based on feedback from staff
- Streamlined new hire onboarding process involving 4 different committees in the public health ambassador program
- Pioneered marketing strategy that led to 3 most viewed posts for a quarter on the department's social media

Networking Coordinator at UCSB Chapter

April 2021 - Present

National Team Intern

July 2020 - September 2020

Lean On Me – Mental health non-profit | Remote

- Created a reward system to incentivize supporters to advertise the club's support text line within their networks - led to a 60% increase in text line usage from the previous quarter
- Managed the first stage of a project to create videos promoting company culture; set up a timeline consisting of weekly deadlines & serving as a liaison between the CEO and project animators
- Assisted in the delivery & planning of onboarding training for 18 newly hired supporters

Web Development Intern

June 2019 - September 2019

Coherent Inc. – Global provider of laser-based technology | Santa Clara, CA

- Improved user experience for 4,500+ employees by visually redesigning internal HR website; the project was delivered on time, to specifications, and project results received positive feedback
- Enhanced company communication by simplifying site navigation, managing project schedule, and collaborating with cross-functional stakeholders to update content

SKILLS

- Software: Qualtrics, Google Suite, Microsoft Office, Asana, Front-End software development, HTML, SPSS
- Design: Canva, Adobe Illustrator, Pixlr
- Languages: Portuguese (speaking fluency), Spanish (proficient)
- Enthusiastic service orientation: approx. 40 hours of community service accomplished in college, was selected out of 2,000+ students to receive Community Service award in high school, Wellesley College Book Award recipient
- Passion for writing; was accepted into the most competitive track of professional writing minor at UCSB
- Dual citizenship: American & Brazilian