

INOKA JAYAWEERA

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Portfolio inoka.carbonmade.com

Highlights

- **10 years of leadership skills** developed through volunteering with diverse youth in the Surrey Public Library and the community
 - **Strong problem solving and analytical skills** developed from taking leadership role in group projects
 - **Dedicated, independent work ethic** developed over a history of successfully balancing university with volunteer positions
 - **Strong research and writing skills** matured through university level research courses and numerous writing intensive classes
 - **Professional communicator** of both qualitative and quantitative information through course presentations
 - **Able to utilize a variety of programs** (such as MS Word, Canva, Illustrator), and social media through Macintosh Apple and PC Platforms
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Communications Experience

(December 2018 – August 2019)

Communication & Engagement Specialist

Simon Fraser University

COMMUNICATIONS AND PUBLIC RELATIONS

- Designed and implemented creative social media campaigns, such as Volunteers of SFU by utilizing platforms like Instagram and Facebook
- Evaluated social media effectiveness by collecting and examining meaningful analytics
- Responded to enquiries from external community organizations on volunteer opportunities
- Updated content, photos, graphics and web design content for website and newsletter
- Designed promotional materials to reflect department's and the University's branding guidelines
- Demonstrated strength in communication, writing and editing; with an ability to develop and support the story ideas of student volunteers, staff, alumni or others

COMMUNITY OUTREACH

- Reviewed potential volunteer opportunities submitted by community-based organizations for posting to myExperience
- Represented Career and Volunteer Services at events, with responsibilities including event planning, event support, volunteer recruitment, and management

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PROJECT MANAGEMENT AND EVENT PLANNING

- Worked with a committee of staff members to implement signature events such as the mini BIG Fair and Backpack to Briefcase 2019
- Effectively manages a multitude of projects simultaneously and liaises within and outside the department

STRATEGY AND ADMINISTRATION

- Actively participated in team strategy and planning and incorporated strategic objectives into project development and implementation
- Brainstorms, creates, and implements program/project evaluation mechanisms

Communications Experience (Continued)

(May 2017 – August 2017)

Communications Intern

SurreyCares Community Foundation

- Composed and designed 52+ standard Facebook posts (one-year cycle)
- Created a communication manual to ensure consistent branding in social media and copyrighting for future years
- Developed and designed an internal newsletter to encourage communication within the team and promote social events
- Strengthened time management skills by prioritizing multiple tasks to meet established deadlines
- Wrote and edited articles to ensure a professional final product

(September 2014 – January 2019)

Teaching Assistant

North Surrey Secondary School

- Provided one-on-one assistance to grade 8 and 11 students, helping them master the English writing curriculum
- Developed ability to communicate ideas clearly and efficiently in a variety of mediums through listening, clarifying, and responding comprehensively

(April 2008 – May 2016)

Children's Librarian Assistant

Guildford Library – Surrey Public Library

- Strengthened and supported the team environment by responding actively to daily requests and occasional difficulties from children

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- Ensured the provision of a successful library program during the Surrey Arts Festival, accommodating between 100 – 150 people
- Established a safe, enjoyable, and dynamic environment for children ages 5 – 12 by implementing a variety of indoor and outdoor crafts
- Executed pre-established program arrangements while promoting festival attractions to children

Professional Experience

(May 2016 – August 2016)

Project Support – Workplace Integration for Mature Immigrants

PICS Society

- Interviewed clients face to face from the WIMI program by preparing interview questions and setting up camera equipment for the interview area
- Developed ability to work independently and make independent judgments during large, complex events, such as the Mega Job Fair & Business Expo 2016
- Increased productivity of employees by demonstrating leadership through delegating, supervising, and following-up on tasks and employee activities
- Initiated cold calls to prospective individuals in charge of the settlement programs at the local library branches

Education

(September 2014 – December 2018)

Simon Fraser University

Bachelor of Arts Candidate, Minor in Curriculum and Instruction Theory

- Refined proposal within a short deadline and collaborated within a team setting to work efficiently to create a website in the course, “Crippin’ the Norm”
- Developed critical thinking skills to evaluate and solve problems, while demonstrating the ability to be creative and innovative in identifying solutions in the following courses: “Digital Image Design” and “Interactive Arts”
- Strengthened ability to plan, design, and carry out a project or task from start to finish, with well-defined objectives and outcomes through the following courses: “Feminist Action” and “Feminist Currents”

Honours

(April, August, and December 2018)

President’s Honour Roll, SFU

- Selection to the President’s Honour Roll is based upon achievement of a 4.0 or higher GPA after completion of a minimum of 30 units at SFU, and a minimum of 12 units in the term being evaluated