

Hello Lululemon. You need a Senior Copywriter.  
I know just the girl: Me (see below).

# Rachelle LeBlanc Quiney



**|rah-shell| Noun:**  
MBA (look, Mom – I did it!)  
Storyteller (writer and wordsmith extraordinaire)  
Idea Maker (marketing strategist)  
Yoga Instructor (namasté)  
Leadership Coach (got goals?)  
Fun to be around (if I do say so myself)  
Your awesome new hire! (if this résumé goes well)



## Education:

(Where'd I learn to learn like that?)

**Coach Training Program:** *Leadership & Life Coaching*  
Accomplishment Coaching | December 2013

**MBA:** *Service Management Specialization [aka I Love Quality]*  
University of Victoria | June 2010

**Bachelor of Arts (BA):** *Anthropology & Professional Writing*  
University of Victoria | June 2006

**Diploma:** *Theatre/Dance/Voice—Triple Threat*  
Canadian College of Performing Arts | May 1999



## Skills:

(What tricks do I have up my sleeve?)

**Writing & Editing:** *Think Hemingway, but better dressed & sober.*

**Service Quality:** *You had me at "service". It's a devotion.*

**Print, Online and Social Media Savvy:** *I like variety. It shows.*

**Social Marketing:** *Want change? I'm on it, one action at a time.*

**Presentation & Public Speaking:** *"Is this thing on?" I love it.*

**Projects & Details:** *Move over Martha. I'm a good thing.*

**Collaboration and Relationships:** *I'm like the People Whisperer.*

**Graphic Design/Esthetic Eye:** *I made this résumé. Amirite?*

**Also included: Endless energy & boundless creativity.**



## Experience:

(How'd I get so good at this stuff?)

### >> Leadership and Life Coach

*Evergrowth Coaching & Consulting* | January 2013 – Present

### >> Blog/Communications & Marketing Manager/Writer

*BC Public Service Agency* | Feb 2011 – Present

### >> Internal Communications Officer/Manager

*BC Public Service* | May 2007 – Feb 2011

### >> Event and Communications Coordinator

*BC Public Service Agency* | May – Sept 2009

### >> Student Recruitment Officer

*University of Victoria* | Sept 2005 – May 2006

### >> Project Researcher/Writer

*Vancouver Island Health Authority* | May – Aug 2005

### >> Communications Officer

*BC Forest Practices Board* | May – Aug 2003 & 2004

### >> Advertising Director

*The Martlet Publishing Society* | Sept 2002 – April 2005

### >> Special Constable (*I bet you did not see this one coming*)

*Royal Canadian Mounted Police* | April – Aug 2002

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*Years' experience crafting superbly  
engaging communications, from  
draft to publication.*

← YES!

Am I utterly obsessed with  
committed to practicing  
impeccable grammar,  
spelling and punctuation?

*Pairs of shoes  
in my closet,  
not counting  
103 flip flops.  
I know.*

**Goal of mine:** #1  
**Work with** Lululemon and make  
magic happen. With words.

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## Awards:

(What's on my mom's fridge?)

- >> Ragan Communication Award | 2011  
*Best Community-building Blog (this is kind of a big deal)*
- >> UVic MBA David Ritchie Specialization Award | 2010  
*Top Student in Service Management*
- >> BCGEU Student Scholarship | 2009
- >> Pacific Leaders Scholarship | 2008 & 2009



**We should talk. Soon. Get me at:**

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