

# Tara Rifkin

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## Education

### **University of Georgia**

Franklin College of Arts and Sciences

*Bachelor of Arts in Spanish*

*Bachelor of Arts in Latin American and Caribbean Studies*

*Minor in Ecology*

Athens, GA

May 2020

May 2020

## Work Experience

### **SuperMe Performance**

*Assistant Swim Coach*

New York, NY

November 2025- Present

- Instructed middle school swimmers in the four competitive strokes, evaluated swim skills, and implemented coaching strategies to improve technique and overall performance
- Collaborated with other coaches to plan daily practices and create swim meet line-ups
- Oversaw meet operations and supervised swimmers during swim meets

### **Cru**

*Campus Field Staff*

New York, NY

August 2020- August 2025

- Planned and executed 5+ in-person and virtual events each semester to increase community engagement
- Developed a team of over 150 financial partners totaling \$100,000 given each year and maintained relationships with donors through a monthly newsletter and other forms of regular communication in-person and virtually
- Managed the Cru Manhattan Instagram account, increasing the accounts reached by 79%, the accounts engaged by 21%, and the number of likes by 21% on each post, and oversaw digital marketing campaigns
- Organized local retreats attended by over 100 students and international trips for groups of 10-15 students
- Provided administrative support to senior leadership by maintaining minutes, organizing company documents, and coordinating travel
- Mentored university students regarding interpersonal and relational problems and provided guidance regarding career exploration and professional development
- Cultivated diversity and community amongst involved students through study groups, weekly meetings, events, and volunteer opportunities

### **Swim Atlanta**

*Swim Instructor*

Johns Creek, GA

June 2013– August 2019

- Taught children and adults (beginner through advanced) swimming skills, stroke development, diving techniques and pool safety
- Provided private and group lessons to prepare children for the club swim team
- Evaluated each swimmer's progress per session and discussed it with his/her caregiver
- Provided customer service in person and over the phone by communicating company policies, addressing questions, and processing financial transactions

### **Ramsey Student Center (UGA)**

*Lifeguard and Swim Instructor*

Athens, GA

March 2017- August 2019

- Ensured the safety of swimmers through preventative measures
- Examined injured persons and administered first aid or cardiopulmonary resuscitation if needed
- Taught children (ranging from beginner through advanced) swimming skills, stroke development, diving techniques and pool safety using the American Red Cross curriculum

### **Sugar Mill Summer League Swim Team**

*Swim Coach*

Johns Creek, GA

2015, 2016, and 2017 (summers)

- Instructed children ages four to eighteen in the four competitive strokes and improved techniques on these strokes
- Collaborated with other coaches to plan daily practices and create weekly swim meet line-ups
- Oversaw meet operations and the swimmers during the swim meets and coordinated with Atlanta Swim Association staff when necessary

## Swim Team Experience

- **University of Georgia Club Swim Team, Swimmer** 2016-2018
- **Northview High School Varsity Swim Team, Swimmer and Team Captain (2014-2016)** 2012- 2016
- **Swim Atlanta Club Team, Swimmer** 2003- 2016
- **Foxdale/Sugar Mill Summer League Swim Team, Swimmer** 2002-2016

## Skills

Advanced Spanish, interpersonal skills, flexibility, detail-oriented, customer relationship management, event management, travel coordination, CPR/First Aid/AED certification