Erynn Gutierrez

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EDUCATION

Tufts University, *B.S. Cognitive and Brain Science* and *Computer Science*   Medford, MA | Expected May 2025
Cumulative GPA: 3.37, Dean's List Spring 2022 and Spring 2023
Relevant Coursework: Data Structures, Human-Computer Interaction, Web Programming, Stats for Behavioral Studies

WORK EXPERIENCE

Concern Worldwide US, *Marketing Technology Fellow* (NGO)   New York, NY | Jun 2023 – Aug 2023
- Developed a comprehensive 3-part email series using marketing automation technology on Pardot (Salesforce Marketing Cloud) to create highly personalized emails, tailored to individual donor history and website engagement, enhancing donor communication and engagement strategies.
- Managed end-to-end digital campaign processes in the launch of the email series – from planning and setup to troubleshooting and reporting with the guidance of the Marketing & Communications team for copywriting and approvals – that increased subscriber interactions via email and website, and program awareness.
- Gained profound insights into the email automation process and the intricate nuances of email creation, growing comprehension of the intersection between storytelling and technology in the nonprofit sector.

OpsArmy (OA), *Product Designer* (International Talent Acquisition Start-up)   Remote | Jun 2023 – Aug 2023
- Revamped the OA website with consistent design elements, effectively integrating elements akin to OA's Instagram presence and spearheaded the redesign of crucial client onboarding materials, including a comprehensive delegation handbook and work culture debunks for virtual assistants, cultivating a comprehensive and seamless client-to-virtual-assistant onboarding experience.
- Crafted an intricate 60-day Instagram content calendar that prioritized holistic design and brand enhancement with the CEO's reimagined OA brand identity, which led to a 100 new follower increase over 8 weeks.
- Worked autonomously to create 6 OA software wireframes focusing on Time Management to a Talent Database, acquiring an adept proficiency in Figma and gaining valuable insights into startup operations, remote team management, and the dynamics of hiring and utilizing virtual assistants.

Trader Joe's, *Crew Member*   Garden City, NY | Jan 2021 – Aug 2021 | May 2022 – Aug 2022
- Maintained efficient records of stock inventory levels to ensure sufficient daily product replenishment.
- Facilitated strong presentation skills by selling items that involves staying informed about the latest products to provide customers with recommendations.
- Ensured seamless cash flow by demonstrating high standards of financial transaction management while operating the register.

COMMUNITY & DEIA LEADERSHIP EXPERIENCE

Tufts Philippine Student Union, *Co-President*   Medford, MA | May 2023 – Present
Vice President   May 2022 – May 2023
- Appointed as PSU's Pan Asian Council liaison to manage all affairs between PSU and the Tufts Asian American Center, from room reservations to event collaborations to connecting with other culture clubs on campus.
- Initiated the club's first external diversity center collaboration with the Tufts Latinx Center in a 2-part educational and social series, with outreach bringing those of Philippine and Latine diasporas to learn about the colonialization of the Philippines, increasing external club engagement and connection to their untaught histories.
- Spearheaded allocation of the $10,000 club budget by approving fund proposals from treasurers.

SKILLS & INTERESTS

Languages: C++, R, HTML, CSS, Bootstrap, JavaScript, NodeJS, SQL, XML, AJAX, PHP/MyPhpAdmin.
Technologies: Microsoft Apps, Google Apps, Figma, Github, MongoDB, Linux, Pardot, Classy, Asana, Airtable.
Interests: Identity exploration of Filipino roots, volunteering, golfing, crocheting, origami, biking, and all things music: playing guitar, singing, sound mixing on Garageband, and hosting my college radio show, *Aftertaste*, on 91.5 WMFO.