

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: 3.42

Relevant Coursework: Data Structures, Human-Computer Interaction, Web Programming, Stats for Behavioral Studies

DIGITAL WEB-APP DEVELOPMENT PROJECT

CS 171: Human-Computer Interaction

Tufts University | Jan 2023 – May 2023

- Collaborated with a cross-functional team of 3 peers, towards the conceptualization of a disinformation software, *Second Chance*, aiming to redirect online shoppers from fast fashion websites to sustainable clothing options on secondhand thrift sites, and inform shoppers of their environmental impact (saved water, fuel) based on this switch.
- Spearheaded market and persona research on our potential target via affinity diagrams and questionnaire designs.
- Analyzed key milestones, identified project scopes, constraints, risks, and task deadlines, and presenting our findings through weekly progress reports.

MARKETING TECHNOLOGY EXPERIENCE

Concern Worldwide US, *Marketing Technology Fellow*

New York, NY | Jun 2023 – Present

- Analyze elements of previous high-performing Concern marketing campaigns, synthesizing findings into reports to improve on the current website redesign.
- Conduct site visitor research, recording the efficacy of the lifecycle design approach of the new website.
- Utilize Concern's marketing automation platform to ensure that the matched web assets are properly tracked so that subscriber views are recorded and scored.
- Develop both the messaging and technical parameters and ultimately launch a campaign triggered by subscriber actions on matched web pages.

COMMUNITY & DEIA LEADERSHIP EXPERIENCE

Tufts Philippine Student Union, *Co-President*

Medford, MA | May 2023 – Present

Vice President | May 2022 – May 2023

- 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 members 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.
- Appointed as PSU's Pan Asian Council liaison to manage all affairs between PSU and the Tufts Asian American Center, from room reservations, event collaborations to connecting PSU to other diversity centers on campus.

Tufts Asian American Center, *Peer Leader*

Medford, MA | May 2022 – May 2023

- Conducted bi-weekly workshop events covering topics from political identity to registration advice to a program of 100+ first-year Tufts Asian-identifying students with the goal of exploring what it means to be Asian American.
- Organized social events between Peer Leader groups to allow mentees to familiarize themselves with Tufts' Asian/Asian-American community, from large potlucks to craft nights.
- Presented available resources within other diversity centers, i.e. the Center of STEM Diversity, which involves staying knowledgeable of opportunities otherwise unbeknownst to first-years, to encourage them to participate across campus spaces.

SKILLS & INTERESTS

Languages: C++, R, HTML, CSS, Bootstrap, JavaScript, NodeJS, SQL, XML, AJAX, PHP/MyPhpAdmin, MongoDB.

Technologies: Microsoft Apps, Google Apps, Figma, Github, Linux.

UX-based: Persona research (user flows, affinity diagrams), moderated usability testing, information architecture, prototyping.

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.