

Erynn Gutierrez

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BACKGROUND

My cognitive and computer science background taught me to understand not just what people do, but why they do it. This analytical foundation helps me anticipate team needs and spot opportunities others miss. From analyzing donor behavior during my nonprofit days to coordinating FIFA campaigns at Ogilvy, I'm energized by creating connections through strategic development that make great campaigns resonate, and leveraging AI tools to amplify their impact.

EDUCATION

Tufts University, *B.S. Cognitive and Brain Science and Computer Science, Cum Laude* Somerville, MA | May 2025

WORK EXPERIENCE

Ogilvy, *Account Management Intern* New York, NY | Jun 2025 – Present

- Coordinate cross-functional teams and manage project timelines for FIFA's integrated marketing campaigns, ensuring alignment with brand objectives and World Cup 2026 messaging strategy.
- Research and develop strategic deliverables including onboarding materials, broadcast partnership opportunities, and audience segmentation to support campaign planning and execution.
- Curate and distribute weekly intelligence digests highlighting FIFA updates, industry trends, and competitive insights to keep internal teams aligned on strategic context and messaging opportunities.

Gupta Media, *Media Intern* Boston, MA | Sept 2024 – Dec 2024

- Strategized and executed digital campaigns for diverse clients (Disney Music Group, Levitate Brand, Fidelity Investments), driving campaign lifecycle from conception to data-driven recommendations.
- Gained hands-on experience with Google, Meta, Snapchat, and TikTok ad platforms by drafting media plans, building custom audiences, and creating ad mocks in a fast-paced environment.
- Developed a [paid media strategy](#) for Narrative Bookshop, leveraging Meta and Pinterest campaigns to drive foot traffic, event attendance, and online sales, enhancing brand visibility and community engagement.

Doctors Without Borders US, *Digital Marketing Intern* New York, NY | Jun 2024 – Aug 2024

- Supported various stages of paid ad campaigns across existing and prospective donor audiences, including creative ideation, setup, production, and fulfillment, while staying aligned with brand guidelines.
- Managed donor engagement strategies using Salesforce NPSP, Google Ads, Facebook Ads, and journey maps to improve user experience, donor conversion rates, and achieve fundraising goals.

Concern Worldwide US, *Marketing Technology Fellow* New York, NY | Jun 2023 – Aug 2023

- Coded unique, [3-part email series](#) on Salesforce Marketing Cloud based on donor engagement and gift histories.
- Managed end-to-end campaign launch including team coordination, subscriber research, segmentation, personalized content creation, resulting in 94% increase in subscriber interactions.

PROFESSIONAL DEVELOPMENT

4A's Foundation MAIP, *MAIP Fellow* New York, NY | May 2024 – Present

- Completed 20+ hours of workshops in account management, agency structure, and campaign development with a focus on professional development and leadership readiness.
- Lead an integrated marketing campaign for Walt Disney World Experiences, facilitating team communications and ensuring deliverables meet client objectives for engaging brand love with Hispanic-American audiences.

Break Through Tech AI, *AI Fellow* Cambridge, MA | May 2024 – May 2025

- Enhanced machine learning skills by working with real-world data sets in Python, applying libraries like NumPy, Matplotlib, and pandas to build and evaluate predictive models for AI-driven solutions.
- Spearheaded development of a generative music model for Mathworks using MATLAB, focusing on project coordination and clear communication between team members to meet deadlines.

SKILLS AND INTERESTS

Skills: Campaign Development, Client Relationship Management, Cross-Functional Coordination, Data Analysis, Market Research, Media Planning, Project Management, Quality Assurance, Strategy

Technologies: Asana, Canva, Facebook Ads, Figma, Google Ads, Google Tag Manager, LinkedIn Ads, Microsoft Apps, Salesforce Marketing Cloud, Snapchat Ads, TikTok Ads, WordPress.

Interests: Food; whether it be cooking, baking, writing my [zine](#), or blogging on my [food account](#). Crocheting, knitting, biking, golfing, and all things music: playing guitar, singing, making playlists, and scouring through vinyl.