

# ALISON KEPPLER

UX STRATEGIST UNCOVERING THE STORIES THAT DRIVE A BUSINESS



## WHO I AM

A UX strategist leveraging marketing and PR experience to uncover the driving forces behind target audience ideals and behavior.

[www.alisonkeppler.com](http://www.alisonkeppler.com)

## PROFICIENCIES

- Adobe CS5
- Canva
- Content strategy
- Conversational Spanish
- Elementary French
- Google Analytics
- HTML/CSS
- Information architecture
  - InVision
- Market/competitive research
  - Prototyping
  - Sketch
- Teaching English as a Foreign Language (TEFL) certified
  - Usability testing
- User navigation and flow
  - User research
  - Wireframing

## CONTACT

96 Pearl Street #2  
Cambridge, MA 02139

[aekeppler@gmail.com](mailto:aekeppler@gmail.com)

703-772-5094

## EXPERIENCE

### UX Strategist and Designer - Boston, MA

*Freelancer, 6/16-Present*

- Working on a project basis leading and contributing to strategic initiatives including wireframes, information architecture, content strategy, user stories, customer journeys and high-level documentation

### Startup Institute - Boston, MA

*Web Design Student, 3/16-4/16*

- Selected from a competitive applicant pool for an eight-week immersive program focused on enabling students to develop the skills, mindset and network to be high-impact at a high-growth company
- Coursework included: User-centered design, user research methodology, rapid ideation and prototyping, navigation and flow, wireframing, typography, usability testing, scientific method, information architecture, HTML + CSS, jQuery, Javascript.

### Metis Communications - Boston, MA

*Senior Account Executive, 7/15-2/16*

- Served as primary contact for clients across B2B technology fields, two of which were acquired during this period by AOL & Ericsson; involved in signing of four new clients/multiple upsells
- Drove media and marketing strategies, developed content and led customer research initiatives to establish and disseminate key messaging of client value propositions in front of target users and strategic personas
- Created and managed blogging, social media and inbound content programs for multiple clients, with one such combined initiative growing a client's total website sessions by 171 percent, unique site visitors by 162 percent, page views by 375 percent and social referrals by 828 percent
- Secured coverage in top-tier publications including Business Insider, Fast Company, Fortune, Huffington Post, TechCrunch, TIME and The WSJ

*Account Executive, 11/13-7/15*

- Identified and developed media strategy and outreach to specified audiences and influencers
- Assisted in coordination of internal marketing plans and execution such as agency blogs, social media, collateral content, website analysis and external events

*Assistant Account Executive, 3/13-11/13*

- Conducted regular industry research for the marketing technology field to identify key trends, priority outlets and potential story angles
- Supported media outreach, including pursuing target media conversations and developing affiliated materials

## OUTSIDE THE OFFICE

### Dedicated Backpacker, 1/12-12/12

- Spent one year working as an English teacher and traveling throughout South and Central America, including Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Panama and Peru

## EDUCATION

**2007 - 2011**

### University of Southern California

B.A. in International Relations, minor in Advertising  
Women's Lacrosse - Defensive Captain

**Fall 2009**

### University of Edinburgh

Semester abroad, university skydiving team