

ALISON KEPPLER

UX DESIGNER UNCOVERING THE STORIES THAT DRIVE A BUSINESS



WHO I AM

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

www.alisonkeppler.com

PROFICIENCIES

- Adobe Photoshop
- Canva
- Conversational Spanish
- Elementary French
- Google Analytics
 - HTML/CSS
 - InVision
- Prototyping
 - Sketch
- Teaching English as a Foreign Language (TEFL) certified
- User research and testing
 - Wireframing

CONTACT

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EXPERIENCE

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: HTML + CSS, jQuery, Javascript, user-centered design, rapid ideation and prototyping, navigation and flow, typography, user research methods, usability testing, information architecture

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, Forbes, Fortune, Harvard Business Review, Huffington Post, Inc., The Next Web, TechCrunch, TIME and The Wall Street Journal

Account Executive, 11/13-7/15

- Worked with teams to identify and develop media strategy and outreach to specified audiences, including content calendar planning, press conversations and influencer research
- 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 through current news
- 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