

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

## PROFICIENCIES

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

## CONTACT

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Cambridge, MA 02139

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703-772-5094

## 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: 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, market and competitive 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