ARIELLE LUPO

✉ lupo.arielle@gmail.com

📞 801-472-2275

🏠 Salt Lake City, Utah

in linkedin.com/in/arielle-lupo

EDUCATION

HIGH SCHOOL DIPLOMA
MERIT ACADEMY, SPRINGVILLE, UTAH
2011-2016

**B. S. BIOMEDICAL ENGINEERING
MINOR MARKETING**
UNIVERSITY OF UTAH
2016-2021

EXPERTISE

- MATLAB
- Python
- Adobe Creative Suite
- Microsoft Office
- SolidWorks
- 3D Printing
- Photography and videography
- Graphic and product design
- Data analysis

- Hiring and managing
- Client and customer relations
- Strategic communication
- Creative problem solving
- Written Communication

EXPERIENCE

DIRECTOR OF MARKETING
ASUU at the University of Utah | Salt Lake City, Utah | 2019 - Present

Hired and leads a team of six employees to effectively market, brand and promote ASUU and all of its events and initiatives. Allocates funds from a budget of $25,000, to create strong branding strategies and manage the reputation of the organization.
- Increased the online followings and interactions of ASUU's social media more than 10% on all platforms (50% on Twitter).
- Crafted and executed a campaign that reached a 85,000 people which was more than 3x the total population of the target audience.

MICROSOFT TECHNICAL SUPPORT ADVOCATE / PEER MENTOR
Education at Work | Salt Lake City, Utah | 2018 - Present

Resolves complex escalation technical support for Microsoft Office products via chat platform and acts as a trainer and mentor on the floor. In addition to this, completes 'special projects' for Microsoft CSS department in Redmond. Coordinates between the sites to deliver products such as videos, reports, analytics and design work.
- Earned the highest CSAT on the floor for two months.
- Selected by leadership for exemplary contributions to the floor to visit the Redmond campus and connect with Microsoft CSS up close.

RESEARCH ASSISTANT
University of Utah Health | Salt Lake City, Utah | 2017 - Present

Maintains mouse colony of over 200 animals through breeding and genotyping. Assists in testing of drug delivery and response by injection and gavange. Other duties include preparation of SDS and agarose gel and data visualization and analysis.
- Designed new method of colony tracking to increase efficiency and manages genotypic ratios of animals for studies.
- Attended international Galactosemia Conference to support lab and assist in presentation of findings.

UNDERGRADUATE RESEARCH ASSOCIATE
University of Utah | Salt Lake City, Utah | 2018

Awarded grant funding to conduct self driven and designed research. In two semesters, the project was successful in creating a mouse model of Pgm-1 deficiency and a genotyping protocol for identifying these deficient mice.
- Utilized CRISPR technology, TA cloning, and strategic breeding.
- Creatively troubleshot the protocol and creatively designed a conditional knockout model using CRE and LOX genes to decrease severity of mutation.

DESIGN INTERN
AdThing | Salt Lake City, Utah | 2017

Worked on a creative team to make stunning marketing materials to advertise, brand and promote AdThing's clients. Demonstrated strong aptitude in design, communication, and technical skills to create unique and relevant solutions for each client.

PUBLICATIONS

"Salubrinal enhances eIF2α phosphorylation and improves fertility in a T mouse model of Classic Galactosemia", Molecular Basis of Disease, 2019

"A Novel Phosphoglucomutase-deficient Mouse Model Reveals Aberrant Glycosylation and Early Embryonic Lethality", Journal of Inherited Metabolic Disease, 2019