

Eleanor Kreppein

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EDUCATION

University of Colorado Boulder – Leeds School of Business

August 2019-May 2023

Bachelor of Science in Business Administration - Marketing

College of Engineering and Applied Science – Creative Technology and Design Minor

Global Business Certificate

- Dean's List – 3.7 GPA
- Chancellor's Achievement Scholarship Recipient

Florence University of the Arts | Florence, Italy

Spring 2022

Coursework toward Global Business Certificate: International Marketing, International Management, Exploration of Wine Culture in Italy, History of the Italian Renaissance, The Florence Food and Culture Experience, Cultural Introduction to Italy

EXPERIENCE

Ogilvy | Denver, CO

June 2022-August 2022

Experience Design Intern

- Administered analysis of Risk Management SharePoint site
 - Designed 10 empathy-focused discussion guides using a qualitative and quantitative research approach to provide insights that stimulated both strategic and tactical design decisions
 - Leveraged data analytics across 10 departments within FEMA to discover usability pain points from site resources
 - Conducted 15 one-on-one interviews to understand the needs and wants of users and recommend human centered design to improve company SharePoint
 - Communicated across cross-functional teams; presented findings to 50+ lead employees and stakeholders
- Placed 1st in summer-long intern project with team members from across the U.S.
 - Took on role as project manager for 6-person team across multiple time zones; ensured team stayed within \$100,000 budget by organizing meetings and coordinating with Ogilvy social strategists
 - Created competitive audits, strategic positioning, and creative briefs to increase product awareness
 - Monitored emerging trends, determined brand goals based on cadence and generated a high-fidelity media plan that ensured pulse planning and integrated a 12-month marketing campaign
- Collaborated with Experience Design and Engagement Management team members across multiple regions
- Built spreadsheets to track 400 hours of internal and external users, comparing them to budget, scope, and timeline projections
- Clients included: FEMA, Michael Baker, Jimmy Dean

Katama Kitchen | Edgartown, MA

May 2021-August 2021

Server and Bartender

- Integrated quickly into a team of experienced wait staff while filling roles of server, bartender and barback to provide prompt, efficient service while also keeping track of as many as 30 different tables at one time
- Managed an operation that was very short-staffed during busy summer season, working 16-hour days when necessary

LEADERSHIP

Classroom Central | Charlotte, NC

Spring 2018-Present

Volunteer Intern

- Organize \$500,000+ fundraising campaigns and design display boards for the School Tools Campaign
- Foster and drive excitement and learning among young students through 100 hours of volunteer work during the summer

Kappa Alpha Theta Sorority | Boulder, CO

Fall 2019-May 2023

Newsletter and Second Datebook Chair

- Direct content creation and distribution to 10,000+ chapter members and alumni to increase chapter participation rates
- Write 10 articles weekly on participation in philanthropic activities and feedback from members to enhance engagement

SKILLS/INTERESTS

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- Front-End Web Development Programming Languages: Python, HTML, CSS, JavaScript
 - Fluent in Microsoft Office Suite (Word, PowerPoint, Excel)
 - Fluent in Adobe Creative Cloud (Photoshop, XD, Lightroom, Illustrator, InDesign)
 - Google Ads Search and Google Analytics Certified
 - Proficient in Spanish
 - Avid snowboarder, hiker, college sports fan