

Eleanor Kreppein

EXPERIENCE

Ogilvy | Denver, CO

May 2022-August 2022

Experience Design Intern

- Co-led analysis of Risk Management SharePoint site
 - Designed 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 current site resources
 - Conducted 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 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 over 400 hours of internal team members and external clients and compare them to budget, scope, and timeline projections
- Clients included: FEMA, Michael Baker, Jimmy Dean

Katama Kitchen | Edgartown, MA

June 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

Ann Taylor | Charlotte, NC

May 2019-January 2021

Sales Associate

- Developed a proven record of success in a high-volume, high-pressure retail sales environment while working closely with management to improve performance
- Tailored guest shopping journeys to ensure brand promise and loyalty to over 80 clients daily
- Provided superior service by expanding and maintaining a client book that used sales to project the needs of eCommerce orders and tangible inventory items

EDUCATION

University of Colorado Boulder – Leeds School of Business

May 2023

Bachelor of Science in Business Administration/ Marketing Focus

School of Engineering – Creative Technology and Design Minor

- Dean's List – 3.7 GPA
- Chancellor's Achievement Scholarship Recipient
- Kappa Alpha Theta Sorority, Newsletter Chair

SKILLS/INTERESTS

- Programming Languages: Python, HTML, CSS, JavaScript
- Fluent in Microsoft Word, PowerPoint, Excel, Adobe (Photoshop, XD, Lightroom)
- Google Ads and Google Analytics Certified
- Proficient in Spanish
- Avid snowboarder, hiker, college football fan