ELEANOR KREPPEIN
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EDUCATION

University of Colorado Boulder – Leeds School of Business   August 2019 to May 2023
Bachelor of Science in Business Administration - Marketing
College of Engineering and Applied Science – Creative Technology and Design Minor
Global Business Certificate
3.7 GPA – Dean's List, Chancellor's Achievement Scholarship Recipient
- ***Relevant Projects:*** Utilized front-end and back-end web development skills to create a fully functional website, implemented webpage wireframes and pattern libraries for a polished user experience; conceptualized and created a personal brand and product mockup using Adobe Dimension, demonstrating creativity and graphic design skills through brand identity

- ***Relevant Courses:*** Design Foundations, Computational Foundations, Web Development, Marketing Research & Analytics, Advertising & Promotion Management, Meaning of Information Technology Digital Marketing, Live Video Performance Art

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 to August 2022
Experience Design Intern
- Administered analysis of Risk Management SharePoint site
  - Conducted 15 one-on-one interviews to understand the needs and wants of users, resulting in the identification of 20 usability pain points from site resources
  - Designed 10 empathy-focused discussion guides using a qualitative and quantitative research approach
  - Leveraged data analytics across 10 departments within FEMA to discover usability pain points from site resources
  - Presented findings to 50+ lead employees and stakeholders, leading to the adoption of human-centered design principles, a 22% reduction in user-reported issues, and an 18% increase in content discoverability
- Placed 1st in summer-long intern project with team members from across the U.S.
  - Took on role as Project Manager for six-person team across multiple time zones; ensured team stayed within $100,000 budget by overseeing 12-month marketing campaign and high-fidelity media plan
  - Created competitive audits, strategic positioning, and creative briefs to increase product awareness
  - Monitored emerging trends and determined brand goals based on cadence that ensured pulse planning
- 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 and timeline projections
- Clients included: FEMA, Michael Baker, Jimmy Dean

CU Panhellenic Association | Boulder, CO   August 2019 to January 2022
Marketing Specialist
- Led content creation and distribution to 10,000+ chapter members and alumni to increase participation rates
- Created compelling marketing campaigns based on in-depth market research on emerging trends and competitive insights

LEADERSHIP

Ann Taylor | Charlotte, NC   May 2019 to July 2021
Lead Sales Associate
- Exceeded quarterly sales forecasts by 10% in a high-pressure, fast-paced, retail environment
- Managed a client book that utilized sales data to project eCommerce orders and inventory requirements, contributing to a 16% reduction in excess inventory

Classroom Central | Charlotte, NC   May 2018 to May 2021
Project Intern
- Organized and executed fundraising campaigns, raising over $500,000 for the School Tools Campaign
- Designed display boards showcasing campaign progress, resulting in a 25% increase in donor engagement and contributions

SKILLS/INTERESTS
- Front-End Web Development Programming Languages: Python, HTML, CSS, JavaScript
- SEO Strategy Development and Performance Analysis (Google Analytics & Google Ads Search Certified)
- Fluent in Microsoft Office Suite (Word, PowerPoint, Excel)
- Fluent in Adobe Creative Cloud (Photoshop, XD, Lightroom, Illustrator, InDesign)
- Proficient in Spanish