

Experience

Digital Marketing Intern / Digital Summer Clinic

June 2024 – Current, REMOTE

- Executed strategic market analysis for APT Solar Solutions' expansion and compiled databases of key US distributors.
- Collaborated with APT's senior executives to assess smart city application opportunities and future product development.

UX and Marketing Intern / HappierMe

April 2024 – Current, REMOTE

- Conducted targeted UX research and usability testing to refine HappierMe's app interface and functionality.
- Coordinated marketing efforts and contributed to successful launch strategy for new product lines aimed at teen users.
- Led in the development of the HappierMe Student Ambassador Program and HappierMe campus organizations across colleges in the US.

Social Media Marketing / Freelance

March 2023 – Current

- Grew "**MARLENARIELLEE**" brand following to 15K+; increased engagement rates up to 85% on platforms such as Instagram and TikTok.
- Boosted LGBTQIA+ visibility and promoted *HER Social App*; enhanced follower count by 20% and brand recognition by 30%.
- Crafted impactful product reviews leading to increased sales for various Amazon Sellers.
- Elevated Haircare With Jae's profile by 30% through targeted content on TikTok and Instagram.

Campus Ambassador / Adobe

August 2023 – May 2024

- Created a marketing plan targeting 250+ students, 20 clubs, and 5 professors for Adobe interest; Hosted 4+ workshops on Adobe skills for students.
- Used social media for Adobe promotion to boost awareness and Creative Cloud activations.

Social Media Marketing Associate / Avalon Bakery

November 2022 – March 2023, DETROIT, MI

- Managed main TikTok account and executed content aligned with various marketing strategies.
- Monitored and analyzed marketing metrics, such as conversion rates and engagement, using reporting tools.

Projects

UX/UI Researcher / HappierMe

January 2024 – April 2024, SI622: Needs Assessment and Usability Evaluation

- Collaborated with cross-functional teams to interpret user data, driving redesign to increase user engagement and satisfaction scores by addressing key functionality concerns
- Led user experience research for the HappierMe application and developed actionable recommendations that significantly improved navigation and app interaction

E-Commerce Strategy + Development/ Fourth Soil Farms

March 2024 – April 2024, ENTR599: E-commerce Entrepreneurship

- Crafted and refined Fourth Soil Farms' e-commerce strategy, boosting user experience and sales on Wix.
- Implemented an SEO-focused content marketing strategy, increasing organic traffic through blogs and resources.
- Executed a targeted social media marketing campaign on Facebook and Instagram, enhancing brand presence and driving revenue growth.

🖱️ www.marlenariellee.com

✉️ branhama@umich.edu

in www.linkedin.com/in/marlenariellee/

🔗 <https://github.com/marlenariellee>

Education

The University of Michigan, School of Information

August 2023 - Current

M.S.I UX Design + Research

Graduate Certificate: Innovation + Entrepreneurship

Research

- SEO and SEM
- Google Analytics Certified
- Google Ads Certified
- Market Strategy
- Usability Testing
- Contextual Inquiry

Design

- Wireframing
- Prototyping
- Design Thinking Process
- Adobe Creative Suite
- Google Universe
- Microsoft Office 360
- Figma
- GitHub

Programming

- Python
- HTML/CSS
- JavaScript
- R
- Qualtrics
- VS Code

Partnerships

- HER Social App
- The JaeWay Experience
- Aioni Clothing
- Garnier Fructis
- iMarée
- Gorgie
- Urban Decay
- Cannababe