

# MARLEE R. HOOBERMAN

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## EDUCATION

University of Michigan, School of Information

August 2020 – May 2024

GPA: 4.0

Bachelor of Information - User Experience Design

Ann Arbor, MI

## PROFESSIONAL EXPERIENCE

University of Michigan - School of Information

January 2022 – PRESENT

*Instructional Aide - Programs, Information, and People (SI 106)*

Ann Arbor, MI

- Assisted professor to help 30 students learn the fundamental elements of Python (programming language) and how to access data on the internet
- Assisted 30 students in understanding how humans and technology complement each other, including techniques used to coordinate individuals working together on software development
- Graded select homework problems for 200 students weekly

Co-Owner of @twinstalktaste

November 2018 – PRESENT

- Run an Instagram food blog on Instagram with identical twin
- Capture, edit, and share posts consisting of multiple photos
- Support restaurants, small businesses, and promote brands through partnerships/ambassadorships and publicity, currently having close to 4,500 followers

Hersh's, Inc.

June 2021 – August 2021

*Retail Sales Associate*

West Bloomfield, MI

- Tracked, marked, and stocked new inventory daily
- Worked with clients to assist them in purchasing new items
- Assisted in enhancing brand media presence to increase overall

Birmingham Life Magazine

May 2021 – August 2021

*Social Media / Digital Intern*

Birmingham, MI

- Improved magazine's social media presence, created social schedules, ran and posted daily on all social media accounts
- Engaged with magazine recipients/followers/clients, increased media following by close to 1,000 followers
- Worked on back-end tasks through the City Lifestyle publication platform, such as assisting advertising clients with establishing digital profiles, optimizing company SEO and online presences

Camp Tamakwa

June 2019 – August 2019

*Counselor (2019); Volunteer Counselor-in-training (2018)*

Algonquin Park, Ontario, Canada

- Served as cabin counselor to a group of 24 girls aged 13-14 at an overnight summer camp
- Instructed campers in fitness
- Gained responsibility and leadership skills from serving as a role model and mentor for younger campers

## EXTRACURRICULAR INVOLVEMENT

Alpha Theta Delta (ATD) - Michigan Chapter

April 2021 – PRESENT

*Founder (2021 - 2022), VP Outreach (2022), VP Membership (2021)*

Ann Arbor, MI

Founded ATD, Michigan's premier multi-disciplinary professional design-oriented fraternity, networked and partnered with organizations and planned fundraisers to support communities and local businesses (2022). Also created and led a unique recruitment process, planned all events and logistics, created unique processes for new members, planned new member events and logistics (2021).

Reach Consulting Group

February 2021 – PRESENT

*Project Manager (2022), VP Marketing (2022), User Experience Consultant (2021 - PRESENT)*

Ann Arbor, MI

Reach provides a range of business and technical services/solutions to help organizations facilitate change, achieve their vision, and optimize performance. Worked with and managed group members to assist clients in reaching goals, and conducted user visibility tests, created and executed marketing strategies, and evaluated websites/media platforms specific to the client, specializing in User Experience Design.

Spoon University

September 2020 – PRESENT

*Editorial Writer (2021 - 2022), Editorial Director (2021), Social Media Manager (2021),*

Ann Arbor, MI

Created article pitches and wrote articles about a variety of food-related topics for Spoon University, an organization focused around media, food, and lifestyle. Oversaw Editorial members, including assisting with article pitches, editing article drafts, and conducting weekly meetings with other executive positions, and produced content featured on Spoon University's Michigan chapter Instagram, now having around 8,000 followers (2021).

## SKILLS/LANGUAGES & PORTFOLIO

- **Skills:** Python, HTML/CSS (currently semi-proficient), Google Drive, MS Office Suite, Professional Social Media (Instagram, Facebook), Typing, Communication, Leadership, Quick Learner
- **Languages:** English (Native)
- **Portfolio Link:** <https://linktr.ee/mhooberman>