Mariele Ventrice

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EDUCATION

Master of Science, Information **/** Expected May 2022
University of Michigan, Ann Arbor, Michigan

- 4.00/4.00 cumulative GPA
- Focus: UX research and design, information architecture, front-end web development
- Relevant coursework: Interaction Design, Introduction to Programming (Python), Fundamentals of Human Behavior, Contextual Inquiry

Bachelor of Fine Arts, Writing, Literature, and Publishing **/** May 2012
Emerson College, Boston, Massachusetts

- 3.79/4.00 cumulative GPA

RELEVANT PROFESSIONAL EXPERIENCE

Web Consultant   **August 2020 – December 2020**
Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT

- Trained staff on Drupal 8 implementation, including administration and content editing.
- Advised on best practices for website and email marketing strategies.

Senior Digital Communications Associate   **August 2018–August 2020**
Abdul Latif Jameel Poverty Action Lab (J-PAL) at MIT

- Managed 6,000+ page academic website and public database of policy publications.
- Helped design new Drupal content types and features to meet the needs of users and internal researchers.
- Oversaw relationship with external web developer to maintain and iteratively improve the website, including through migration from Drupal 7 to Drupal 8.
- Directed strategy for email, web, and video projects at a global organization working across seven offices.

Digital Engagement Specialist   **September 2017–August 2018**
Oxfam America

- Developed online strategies to mobilize supporters to sign petitions, call government officials, and engage in grassroots advocacy.
- Implemented engagement and advocacy email strategy for a list of 500,000 constituents.

Senior Communications Officer   **April 2016–September 2017**

Communications Officer   **January 2015–March 2016**

Anera (formerly American Near East Refugee Aid)

- Created and implemented editorial calendar and materials for digital and print channels, including website, online fundraising platforms, email marketing and social media.
- Helped oversee redesign of public-facing website amid organizational rebranding.

SKILLS & TOOLS

Web: HTML/CSS (intermediate), WordPress, Drupal
Programming: Python (beginner)
CRMs: Salesforce CRM, Convio/Luminate Online, Blue State Digital
Design: Adobe InDesign, Photoshop, Illustrator, and XD; Sketch; InVision; Figma
Marketing: SEO, Salesforce Marketing Cloud, Google Analytics, Google AdWords

CERTIFICATIONS & PROFESSIONAL COURSES

Designlab, User Experience Research & Strategy (4-week course) **/** February–March 2019
General Assembly, User Experience Design Bootcamp **/** December 2018
General Assembly, Introduction to Sketch App **/** October 2017
HubSpot, Inbound Marketing certificate **/** 2017
LunaMetrics, Google Analytics 201 certificate **/** 2016

PROJECTS

Align Mental Health app   **September 2020 – Present**

Course project

- Developing hi-fi prototype of mobile app to help people with marginalized identities find mental health care providers that meet their diverse needs.
- Conducted UX interviews and created affinity diagrams, personas, and scenarios.
- Created lo-fi wireframes and prototype and completed usability testing.

User research and recommendations report   **September 2020 – Present**

Course project
Client: LSA Technology Services at University of Michigan

- Evaluating LSA Technology Services's digital scholarship pilot program.
- Conducted background research on digital humanities scholarship.
- Interviewed stakeholders, partners, and users and synthesized findings through affinity diagrams and interpretation sessions.