

Erynn Gutierrez

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EDUCATION

Tufts University, *B.S. Cognitive and Brain Science and Computer Science*
Cumulative GPA: 3.42

Somerville, MA | May 18, 2025

MARKETING EXPERIENCE

Gupta Media, *Media Intern*

Boston, MA | Sept 2024 – Dec 2024

- Strategized, researched, and executed digital campaigns for diverse clients (Disney Music Group, Levitate Brand, Fidelity Investments), driving the campaign lifecycle from conception to providing data-driven recommendations.
- Acquired hands-on experience with Google, Meta, Snapchat, and TikTok ad platforms by drafting media plans, building custom audiences, and creating ad mocks in a fast-paced environment.
- Independently [developed a paid media strategy](#) for Narrative Bookshop, leveraging Meta and Pinterest campaigns to drive foot traffic, event attendance, and online sales, enhancing brand visibility and community engagement.

Doctors Without Borders (MSF), *Digital Marketing Intern*

New York, NY | Jun 2024 – Aug 2024

- Supported various stages of paid ad campaigns across existing and prospective donor audiences, including creative ideation, setup, production, and fulfillment, while staying aligned with brand guidelines.
- Assisted in managing donor engagement strategies by leveraging Salesforce NPSP, Google Ads, Facebook Ads, and detailed journey maps to enhance user experiences while achieving fundraising goals.
- Optimized “Where we Work” pages and creative elements on the MSF site using data-driven insights to improve user experience and donor conversion rates.

Concern Worldwide US, *Marketing Technology Fellow* (NGO)

New York, NY | Jun 2023 – Aug 2023

- Utilized marketing automation technology on Pardot/Salesforce Marketing Cloud to create a personalized [3-part email series](#) using an individual donor’s website engagement and gift histories.
- Managed end-to-end digital campaign processes in launch of the email series including: subscriber research on Salesforce and the Concern website to turn into segmentation lists, writing personalized email content based on subscriber interests, and communication with the MarComms team for copywriting and approvals, resulting in a 94% increase in subscriber interactions via email and website.

COMMUNITY & DEIA LEADERSHIP EXPERIENCE

Tufts Philippine Student Union, *Co-President*

Somerville, MA | May 2023 – Dec 2023

- Spearheaded initiatives for a student organization of over 80 members, driving engagement through cultural and social events, while mentoring and managing a team of 10 officers to successfully execute weekly activities.
- Cultivated partnerships with external organizations with a focus on advocacy and community outreach (i.e., MALAYA, Bagong Kulturang Pinoy), expanding the club’s network and increasing event attendance.
- Developed strong project management and collaborative leadership skills by overseeing event logistics, budgeting, and coordinating multi-stakeholder meetings.

PROFESSIONAL DEVELOPMENT

Break Through Tech, *AI Fellow*

Cambridge, MA | May 2024 – Present

- Enhance machine learning skills by working with real-world data sets in Python, applying libraries like NumPy, Matplotlib, and pandas to build and evaluate predictive models for AI-driven solutions.
- Lead a cross-functional team in developing a generative music model for Mathworks using MATLAB, focusing on project coordination and ensuring clear communication between team members to meet deadlines.
- Develop skills in data manipulation and interpretation, aligning technical insights with diverse business goals.

SKILLS & INTERESTS

Technologies: Asana, Canva, Figma, Facebook Ads, Google Ads, Google Tag Manager, LinkedIn Ads, Microsoft Apps, Salesforce Marketing Cloud, Snapchat Ads, TikTok Ads, Wordpress.

Skills: Ad Mock Creation, Copywriting, Custom Audience Building, Data Analysis, Email Marketing, Storytelling, Project Management, Media Plans, Market Research, Storytelling, Web Development. Google Search Ads Certified.

Interests: Food: whether it be cooking or blogging on my [food account](#), crocheting/knitting, biking, golfing, and all things music: playing guitar, singing, making playlists on Spotify, scouring through vinyl and hosting my radio show.