Erynn Gutierrez

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EDUCATION

Tufts University, *B.S. Cognitive and Brain Science* and *Computer Science* Somerville, MA | May 2025
Cumulative GPA: 3.39, Dean's List Spring 2022, Spring 2023, Fall 2023
DIS Copenhagen, *Neuroscience Program* Copenhagen, DK | Jan - May 2024

WORK EXPERIENCE

CS 20: Web Programming, *Course Assistant* Somerville, MA | Sept 2023 – Dec 2023
- Accomplished a supportive learning environment by leading student support sessions, aiding in debugging code, and clarifying complex course concepts, measured by increased student engagement and comprehension.
- Enhanced student coding skills and understanding of programming languages (i.e., JavaScript, PHP) through personalized feedback on deliverables, leading to greater improvement in student projects and assignments.
- Stayed at the forefront of emerging web technologies, ensuring students received relevant guidance on the latest trends and best practices on updated frameworks such as Bootstrap.

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 with individual donor and website engagement histories.
- Managed end-to-end digital campaign processes in launch of the email series, including user research on Salesforce and the Concern website, the creation of a recipient logic tree on Pardot, and communication with the MarComms team for copywriting and approvals, resulting in a 94% increase in subscriber interactions via email and website.

CS 171: Human-Computer Interaction, *User Researcher* Tufts University | Jan 2023 – May 2023
- Successfully created a browser extension addressing fast fashion's transparency issues; measured success through improved user awareness and access to sustainable alternatives.
- Achieved user pain point resolution through comprehensive analysis and persona creation: executed top-down design and iterative prototyping, optimizing features like bookmarking and recommendations.
- Led redesign efforts, introducing FAQ section for user education and experience improvement from user testing results after every iteration, implementing key changes such as enhancing color differentiation and tab clarity.

COMMUNITY & DEIA LEADERSHIP EXPERIENCE

Tufts Philippine Student Union, *Co-President* Somerville, MA | May 2023 – Dec 2023
- Led a dynamic team of 10 individuals, organizing and executing a diverse range of events averaging 3/week.
- Established strong connections beyond the club by liaising with various university organizations and administrative bodies, fostering partnerships with cultural clubs, activist groups, and university organizations.
- Played a key advisory role across multiple club positions, including External Public Relations and Treasury, ensuring success in communication and event execution.

Vice President May 2022 – May 2023
- Appointed as PSU's Pan Asian Council liaison to manage all affairs between PSU and the Tufts Asian American Center, from room reservations to event collaborations to connecting with other culture clubs on campus.
- Initiated the club's first external diversity center collaboration with the Tufts Latinx Center in a 2-part educational and social series, with outreach bringing those of Philippine and Latine diasporas to learn about the colonialization of the Philippines, increasing external club engagement and connection to their untaught histories.

FOOD & BEVERAGE SERVICE EXPERIENCE

The Sink Coffee Shop, *Barista* (Student-Run Café at Tufts) Somerville, MA | Sept 2023 – Dec 2023
- Managed high-traffic periods with efficient multitasking, balancing responsibilities such as brewing, cashier duties, and maintaining a clean and organized workspace, while ensuring a successful customer experience by crafting coffee/tea beverages with personalized recommendations based on customer preferences.

SKILLS & INTERESTS

Languages: C++, HTML/CSS, Bootstrap, JavaScript, NodeJS, SQL, XML, AJAX, PHP/MyPhpAdmin. Java/Swing.
Technologies: Microsoft Apps, Google Apps, Figma, Github, MongoDB, Salesforce/Pardot, Classy, Canva, Asana, Airtable
Skills: Interaction Design, Storytelling, Prototyping, Product Strategy, User Interviews, Web Development, Digital Marketing, Verbal/Written Communication, Storytelling, Project Management, Data and Analytics, and Market/User Research.