


Priscilla Rain Hopper

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PROFESSIONAL SUMMARY

I make data-driven decisions creatively. I have experience in operational management, research, data science, digital marketing, social media, PR, and communications. I am fascinated by the inter-workings of platforms, algorithms, and policy; I strive to support my strong passion for ethics in data and technology while engaged in a role that facilitates change across our digital landscape.

EDUCATION

University of Colorado, Boulder

M.S. Information Science
Certificate: Digital Humanities

B.S. Information Science
Minors: Philosophy, Creative Tech & Design

WORK EXPERIENCE & INTERNSHIPS

Insivia | Saleslion

Internal Marketing & Operations Manager

Aug '22 - Present

- Manage internal marketing team and internal marketing efforts through research and trend analysis on performance data
- Create original quantitative and qualitative research methods, and define the original research process
- Develop company/brand theme, tone, and voice guidelines for internal and external communications
- Write, proofread, and edit copy for the company site
- Champion SEO best practices within the enterprise, stay informed on the latest industry trends
- Identify opportunities for internal enhancements while reporting directly to C-suite
- Create SEO content guides for new content creation that adapts to user segments, personas, intents
- Manage information architecture frameworks
- Interpret qual. and quant. data through cross-platform analysis to make data-driven content decisions
- Published 20+ long-form articles; increased SEO visibility score by 8% since start date
- Promoted from Data and Content Strategist

The Women's Network LLC

Aug '21 - May '22

National Marketing & Operations Coordinator

- Oversaw TWN's marketing committee team, TikTok social platform, held weekly meetings with national marketing team and monitored content activity on 100+ social accounts
- Specialized in TikTok and managed all content; gained 5000+ followers, 750.5k likes, 8M+ views
- Optimized goal achievement and setting for TWN national teams and organization overall
- Onboarded new talent for TWN university chapters
- Maintained relationships with 140+ U.S. chapter presidents; mentored, assisted, and supported new chapter presidents

Cherwell Software | Ivanti

Aug '20 - Feb '22

System & Migration Specialist

- Administered all digital assets company-wide; structured and organized assets into BrandFolder
- Oversaw and assigned tasks for 'mini-intern' to assist in integrating new asset management system

Media & Communications Intern

Oct '19 - Aug '20

- Managed all social media accounts & created ~ 12 posts per week; increased Instagram reach by 400%, doubled engagement
- Created personalized campaigns, outreach programs, head special projects including case studies in addition to videos
- Finalized logo audit during company rebranding and assisted with other corporate communications like competitive analyses

GetVokl Inc.

Fall '18 Internship

Digital Marketing Manager

- Managed over 200 posts to Facebook, LinkedIn, Twitter, Instagram
 - Reached out to and communicated with prospective users, boosted and advertised content, handled creative projects
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RESEARCH & MASTERS THESIS

Masters Thesis

CU Boulder | J. Zietz Ph.D. CMCI

Psychographic Data Analysis - Aug '21 - Present

- Conducting an investigation into what potential psychographic data segmentation techniques are used on or against marginalized TikTok communities; in particular how the 'For You' page for Black TikTok users differs from the 'For You' page for White TikTok users.
- Forming a diverse team of students to assist in research
 - Peer Advisor: INFO Ph.D. student Shamika Klassen; Research Assistant: INFO undergrad Chaltu Hamma

Research Assistant

CU Boulder | C. Fiesler Ph.D. CMCI

Content Moderation on TikTok - May '21 - Aug '21

- Analyzed user perception of content moderation on TikTok
 - The team conducted 20+ interviews with 150+ volunteers
 - All volunteers were sent a questionnaire with the goal of two data types for analysis
- Wrote IRB for edits and helped with submission; planned interview questions; assisted in participant survey design; organized 150+ volunteers communication; interviewed 10 participants; de-identified interview transcripts

Research Assistant

CU Boulder | A. Margaret Ph.D. ATLS

Ethics & Mindfulness of Social Media - Aug '20 - May '21

- Developed techniques that promote mindful social media usage; used survey data from ATLS classes
 - Students took the survey every day for three weeks on how they felt compared to how much/ how often they used social media that day
- Analyzed and de-identified survey data with 200+ participants; created a website for research and side projects; handled creative projects for advertisement and education on the study and relevant topics; managed administrative side work

PERSONAL & TECHNICAL SKILLS

● ● ● ● ● Leadership

Management | Strategy | Mentorship | Agile

● ● ● ● ● Project Management

Planning | Monitoring & Control | Communication

● ● ● ● ● Information Strategy

Ideation | Analysis | Visualization

● ● ● ● ● Problem Solving

Identification | Evaluation | Implementation

● ● ● ● ● Public Speaking

Informative | Ceremonial | Demonstrative

● ● ● ● ● HCI Research

Ethnographic | Grounded Theory | Lit Review

EXPERTISE

Operational Skills

- Cross-Functional Leadership
- Admin. Project Management
- Political Savvy
- Facilitation Skills
- Negotiation & Networking
- Professionalism & Discretion
- Regulatory Compliance
- Strategic Planning
- Program Management
- Change Management
- Information Architecture
- Organizational Development

Hard Technical Skills

Database management, SEO/SEM, statistical analysis, user interface design, marketing campaign management, digital marketing, PR, Python, SQL, HTML, CSS, JavaScript, Tableau, Adobe InDesign, Illustrator, Premiere, XD, Basecamp, BrandFolder, Microsoft Office 365, Mailchimp, SEMRush, Teamwork, Figma, WordPress, Visual Composer.

AWARDS & RECOGNITION

CU Boulder Graduate Badge
Professionalism Badge 2022

CU Boulder Involvement Awards
Student Integrity Award Recipient 2022

New Venture Challenge '21
Semifinalist | Presenter 2021

Jostens National Workshop
First Place Recipient 2017

CU Boulder Graduate Badge
Leadership Badge 2023

Female Founders Competition, NVC
First Place Recipient | Presenter 2022

Startup-Summer Competition
First Place & Audience Choice Award 2020

NSPA / JEA Convention
First Place, Superior 2017

CU Boulder Graduate Badge
Mentorship Badge 2023

New Venture Challenge '22
Semifinalist | Presenter 2022

Wall Street Journal
Recipient | FCD Writing Contest Award 2017

LAGTA State Championship
First Place | Photography 2016

COMMUNITY INVOLVEMENT

President

The Women's Network, Boulder
Campus Organization | Jan '21 - May '22

Peer Mentor

Information Science, CMCI
Stampede to Success | Aug '21 - May '22

Operations Manager

Senior Class Council
CU Boulder | Jan '22 - May '22

Team Lead

Innovation Action Team, CU Boulder
Campus Organization | Aug '21 - May '22

Grader | Learning Assistant

Personal Health and Informatics
S. Voida, INFO CMCI | Jan '22 - May '22

Leadership Liason

CU Gold Applied Leadership Program
CU Boulder | Jan '22 - May '22

NOTABLE APPEARANCES

Host and Moderator

The Women's Network | Jan '20 - March '22 | 30+ Hosted events

TWNxTalks w. Priscilla Hopper
Presenter | April '21

Networking Trip w. Savannah Sellers
Moderator | Nov '21

Networking Trip | w. Jamie Vinick
Moderator | Nov '21

Speaker Event | w. Marci Zaroff
Moderator | Oct '21

Networking Trip | w. NBC
Moderator | April '21

Networking Trip w. Michael Ann Devito
Moderator | Nov '21

NEWS, MEDIA, PUBLICATIONS

News

CU Boulder New Venture Challenge

Funding awarded to top student female founders at women's prize night | 2022

Articles

CU Independent

The latest Suspiria sets a new, complex standard for horror | 2018

Publications

Dr. Casey Fiesler PhD, JD

Contributor on upcoming paper researching content moderation on TikTok

RELEVANT COURSES

CU BOULDER

Information Science

Interdisciplinary Ways of Knowing (MS), Race & Technology (MS), Network Science (MS), Ethics & Policy Dimensions (MS), Information Visualization, User-Centered Design, Fairness & Bias in AI, Information Ecosystems, Design Interactions, Digital Representations, Computational Reasoning, Quantitative Reasoning, Information Exposition, Information Exploration, History of Computing Information, History of Communication & Media

Digital Humanities

Digital Humanities (MS), NeuroHacking (MS), Empathy and Technology (MS), Connected Media Practices (MS)

Philosophy

MetaEthics (MS), Symbolic Logic, Ethical Theory, Ethics and Information in Technology, Bioethics, Feminist Practical Ethics

Creative Technology & Design

Design Foundations, Meaning of Information Technology, Image ATLS, Web ATLS, Text ATLS