PRISCILLA RAIN HOPPER

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PERSONAL SUMMARY

Expertise: **survey design**, **qualitative and quantitative research**, **community-based** and **user-centered research**
Research: analyst in **responsible AI** and ML, **psychographic data**, **natural language processing models**, and **recommender systems**
Project Management: **design thinking workshops**, translating **technology strategies**, and implementing **organizational change**
Cross-Functional Leadership: research lead across **multi-disciplinary marketing**, development operations, and product teams

PROFESSIONAL ACHIEVEMENTS

Singlehandedly ran marketing for a tech agency and a national networking organization
Promoted in each professional role from internships and entry-level to management positions
Piloted the **first MS-led research team** in CMCI, Information Science CU Boulder's history
Hosted and moderated the **largest event at CU Boulder in 2021** with NBC's Savannah Sellers

EDUCATION

UNIVERSITY OF COLORADO BOULDER
Master of Science Information Science, Cert. Digital Humanities
GPA 3.9 - Engagement and Outreach Award - Honor Badges in Leadership, Mentorship, and Professionalism

Bachelor of Science Information Science, m. Philosophy, Creative Technology and Design
Honors - CU Boulder campus-wide Student Integrity Award - First Place: Female Founder's Competition '22

DATA ANALYSIS & RESEARCH EXPERIENCE

TIKTOK USER EXPERIENCE & RECOMMENDATION SYSTEM ANALYSIS   August 2021 - May 2023
Principal Investigator, Head of Research Team
- Thesis: Identity-based content recommendation techniques used on marginalized TikTok communities
- Executed a **100-participant survey** with **3,000+ data points,** unveiling biases in the FYP algorithm for Black participants

CONTENT MODERATION ON TIKTOK   May 2021 - August 2021
Research Assistant | IRL Lab, Casey Fiesler Ph.D.
- Led a team conducting **20+ interviews** with **150+ volunteers**, employing **ethnographic** techniques
- Contributed to **IRB edits**, planned questions, assisted in **survey design**, conducted **10 interviews**, and **de-identified** respondent data

ETHICS OF SOCIAL MEDIA ON A DEVELOPING USER   May 2020 - December 2022
Research Assistant | Digital Wellness Lab, Annie Margaret Ph.D.
- Analyzed and de-identified survey data from **200+ participants**; created data visualizations using Tableau and DataStudio
- Authored and published a **Thought Action Journal** distributed for use as a research activity in middle schools across Colorado state

EMPLOYMENT HISTORY

UNIVERSITY OF COLORADO BOULDER   August 2023 - Present
Adjunct Information Science Professor | Courses: Portfolios and Professional Development & Senior Capstone
- Create a **dynamic learning** environment by developing and designing information science course materials, aligning with program objectives and industry trends for **two required courses** and **over 50 undergraduate students**

INSIVIA | SaaS & Tech Agency   August 2022 - October 2023
Internal Marketing & Operations Manager | AI Startups: Saleslion & Frictionless
- **Singlehandedly** strategized, created, and distributed **all marketing materials** company-wide and across both company **AI startups**
- **Increased SEO visibility to 12.8%,** LinkedIn **engagement by over 180%**, published over **215 analytical blogs**
- **CEO direct report** analyzing performance data, devising **original quantitative and qualitative research methods**, and identifying opportunities for internal enhancement and innovation while strategically planning brand guidelines and assets

THE WOMEN'S NETWORK LLC | International Networking Organization   January 2021 - May 2022
National Marketing & Operations Coordinator
- Managed content on **100+ social accounts**, maintained relationships with **140+ U.S. chapter presidents**, and mentored new presidents.
- Oversaw marketing committee, specializing in TikTok with **5000+ followers**, **750.5k likes**, and **8M+ views**.

TECHNICAL SKILLS & PROFESSIONAL ABILITIES

Methods: Qualitative Analysis (Interviews, Survey Design, Ethnography, Grounded Theory), Prototyping, Wireframing, Experiment Design, Quantitative Analysis (Natural Language Processing, Social Network Analysis, Recommendation Systems).
Programming Languages: Python (Pandas, VADER, OpenCV, Matplotlib, NumPy), SQL, HTML, CSS, JavaScript.
Software & Tools: Google Analytics, Tableau, PowerBI, DataStudio, Adobe (XD, Illustrator, InDesign), Figma, Visual Composer, WordPress.
Marketing: Email Marketing, Content Marketing, Lead Generation, Social, SEO/SEM, SaaS Speciality, SEMRush, Mailchimp.
Project Management: Agile, Strategic Planning, Analytical Problem Solving, Market and Trend Research.