


PRISCILLA RAIN HOPPER

310.855.2045 | priscilla.hopper@colorado.edu | priscillarainhopper.com |  Priscilla Rain Hopper

EDUCATION | ACADEMIC AWARDS

Master of Science, Information Science. Digital Humanities Certified. University of Colorado Boulder.
GPA 3.9. Department Engagement and Outreach Award. Honor Badges in Leadership, Mentorship, and Professionalism.
UX/UI Design Research, HCI Research, Information Visualization, Workflow & Prototype Design.

Bachelor of Science, Information Science. Philosophy and Creative Tech & Design. University of Colorado Boulder.
Honors: CU Boulder campus-wide Student Integrity Award. First Place: Female Founder's Competition '22.
Semifinalist: New Venture Challenge '21 & '22. First Place and Audience Choice Award: Summer Startup Competition '20.

HCI RESEARCH | UX DESIGN

Primary Investigator: TikTok User Experience & Recommendation System Analysis, advised by J. Zietz Ph.D.

Thesis: Identity-based content recommendation techniques used on marginalized TikTok communities.
Designed and deployed a 100 participant survey; 3,000+ quantitative and qualitative data points reviewed. Formed the first research team in dept. history advised by an MS student. Found that Black or African American participants experienced a more biased FYP.

Research Assistant: Content Moderation on TikTok, C. Fiesler Ph.D.

The team conducted 20+ interviews with 150+ volunteers. Wrote IRB for edits; planned interview questions; assisted in participant survey design; organized 150+ volunteers communication; interviewed 10 participants; de-identified interview transcripts.

Research Assistant: Ethics & Mindfulness of Social Media, A. Margaret Ph.D.

Analyzed and de-identified survey data with 200+ participants; created a website for research. Wrote and published a Thought Action Journal designed as an activity for future research participants.

EXPERIENCE

INSIVIA (*SaaS & Tech Agency*)

Aug '22 - Present

Internal Marketing & Operations Manager | AI Startups: Saleslion & Frictionless

- CEO direct report analyzing performance data, devising original quantitative and qualitative research methods, and identifying opportunities for internal enhancement and innovation.
- Strategically plan brand guidelines and assets for the theme, voice, and messaging for internal and external communication.
- Manage cross-functional team to execute marketing, branding, and UX design initiatives.

Data and Content Strategist

- Streamlined information architecture frameworks resulting in effective content organization and presentation.
- Achieved an 8% increase in SEO visibility score by creating SEO guides for new content creation targeting various user segments, personas, and intents resulting in increased traffic and user retention.

THE WOMEN'S NETWORK LLC (*International Networking Organization*)

Jan '21 - May '22

National Marketing & Operations Coordinator

- Oversaw marketing committee, weekly meetings with marketing team, monitored content activity on 100+ social accounts.
- Specialized in TikTok and managed all content; gained 5000+ followers, 750.5k likes, 8M+ views.
- Maintained relationships with 140+ U.S. chapter presidents; mentored, assisted, and supported new chapter presidents.

Charter President, University of Colorado Boulder Chapter

- Recruited an executive volunteer staff to engage with and enroll student members campus wide resulting in a roster that provided activities, support, and engagement during the pandemic.
- Co-hosted over 30 in-person and online events with nationally and locally recognized public figures for career guidance and mentorship.

CHERWELL SOFTWARE | IVANTI (*Service Management Software Company*)

Oct '19 - Feb '22

System & Migration Specialist

- Administered 5200+ digital assets company-wide; structured, organized, and archived for universal access by acquiring company.
 - Trained, managed, and delegated tasks for 'mini-intern' to assist in new asset management system improving migration efficiency.
 - Finalized logo audit during company rebranding and assisted with corporate communications including competitive analyses.
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TECHNICAL SKILLS | FAMILIAR TOOLS

Python, SQL, HTML, CSS, JavaScript, Tableau, Adobe InDesign, Illustrator, Premiere, XD, Basecamp, BrandFolder, Microsoft Office 365, Mailchimp, SEMRush, Teamwork, WordPress, Visual Composer, Figma.

COMMUNITY ENGAGEMENT

Panelist, CU Boulder Graduate School Orientation, Jan '23 | Roundtable Leader on Data & Info. Science, TWN Career Fair, Feb '23 | President, The Women's Network, CU Boulder, Jan '21 - May '22 | Leadership Liaison, CU Gold Applied Leadership Program, 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 | Peer Mentor, Information Science, CMCI, Aug '21 - May '22 | Operations Manager, Senior Class Council, Jan '22 - May '22