

Juliana Jepkogei

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EXPERIENCE

ILLINOIS STATE UNIVERSITY, Normal, IL

08/2021 – Present

Graduate Assistant

- Successfully implemented industry-standard protocols, coordinated appointments, and maintained accurate records for an average of 100 nursing students each semester on the N-95 mask Fit Testing project, contributing to the development of efficient processes and enhancing their clinical preparedness.
- Managed and facilitated secure and organized exam environments, implementing strict monitoring procedures, and collaborating with faculty to uphold 100% academic integrity and ensure a positive testing experience for students which helped enhance teamwork, communication, attention to detail, time management amongst other interpersonal skills.

KEPLR VISION, Normal, IL

05/2024 – 08/2024

Marketing Analytics Intern

- Analyzed digital marketing campaigns using tools like Google Analytics and Power BI to optimize strategies, resulting in a 15% increase in patient engagement and a 10% improvement in ROI.
- Conducted analysis of digital channels and implemented optimization strategies, leading to a 20% increase in patient retention and a 12% boost in new patient acquisitions.

MELBRIMO INVESTMENTS LTD, Eldoret, Kenya

01/2018-07/2021

Marketing Assistant

- Implemented SEO best practices to improve online visibility, resulting in a 25% increase in organic search traffic and a 20% boost in keyword rankings. Utilized comprehensive marketing analytics to refine content strategies, enhancing the overall online presence and digital brand reputation.
- Orchestrated and optimized email marketing campaigns, employing A/B testing methodologies that led to a 20% enhancement in open rates and a 15% rise in click-through rates. Contributed to the expansion of the customer database, fostering stronger brand engagement and loyalty.

EDUCATION

ILLINOIS STATE UNIVERSITY, Normal, IL

- Master of Science in Marketing Analytics
- Master of Business Administration with a certificate in Data Science

Dec 2024

May 2023

MOI UNIVERSITY, Eldoret, Kenya

- Bachelor of Arts in Economics

June 2017

TECHNICAL SKILLS

R studio| SQL| Excel| Word| PowerPoint| Access| CSS |HTML| Visual Studio | Power BI| Python| Tableau

LEADERSHIP AND OTHER INVOLVEMENTS

- As a **Member NABAINC**, I participated in a conference program that provided great exposure to the business Profession, resume writing, interview prep, and networking.
- As a **Member of International Students Association**, I have been actively involved in various activities, including orchestrating welcome packages, assisting with settling down, and facilitating weekly Friday meetups aimed at helping international students feel at home throughout every semester at Illinois State University.
- As the president of **Kenyan Student Association at Illinois State University** Established and led a Registered Student Organization (RSO) aimed at fostering a sense of community among Kenyan students, facilitating cultural exchange, organizing food events, and actively engaging in community service initiatives in Bloomington.

Licenses & Certifications

- Distributed Computing with Spark SQL-Coursera Dec 2022
- Inbound Marketing-HubSpot Academy Oct 2023
- Google Analytics for Beginners-Data Analytics Jan 2022