

Adeline Krieger

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EDUCATION

Johns Hopkins Carey Business School (JHU) <i>Master of Business Administration, Entrepreneurial Marketing and Innovation</i>	Baltimore, MD <i>May 2023</i>
Maryland Institute College of Art (MICA) <i>Master of Arts, Design Leadership</i>	Baltimore, MD <i>May 2023</i>
Saint Mary's College <i>Bachelor of Business Administration, Marketing</i>	Notre Dame, IN <i>May 2016</i>

EXPERIENCE

Johns Hopkins University, Student Services Excellence Initiative <i>User Experience (UX) Design Intern</i>	Baltimore, MD <i>Sept 2021 – Present</i>
<ul style="list-style-type: none">Facilitate and conduct user interviews with students, administration, and faculty to uncover current challenges with JHU digital platforms to create a more intuitive user experience	
Rust-Oleum Corporation <i>Associate Brand Manager, High Performance Coatings</i>	Vernon Hills, IL <i>Feb 2020 – May 2021</i>
<ul style="list-style-type: none">Led swimlane exercise with cross-functional team of R&D, quality assurance, sales, and external vendors to eliminate confusion between responsibilities and establish new formalized color matching process for companywide implementationIntegrated Good-Better-Best product strategy into new packaging by analyzing transition scenarios to ensure an on-time transition at shelf while evaluating inventory run-out dates and minimizing scrap values	
<i>Assistant Brand Manager, Small Project Paints (SPP)</i>	<i>Jun 2018 – Feb 2020</i>
<i>Brand Specialist, Small Project Paints</i>	<i>Jun 2016 – Jun 2018</i>
<ul style="list-style-type: none">Developed strategic marketing plan focused on new users and new channel distribution by analyzing consumer usage and market trends, growing annual revenue by 105% and resulting in the fastest growing and highest margin brand at 71% within the SPP platformSpearheaded consumer awareness marketing campaign for the first ever spray paint color of the year program, Color Watch, generating a 14.92% ad recall rate compared to the average 7.3%Secured spray paint sole supplier at Walmart by leading cross-functional packaging transition team of sourcing, sales, operations and production resulting in \$30M annual revenue	
Dala <i>Brand Strategist</i>	Mt. Shasta, CA <i>Dec 2019 – May 2021</i>
<ul style="list-style-type: none">Rebranded Inner Mandala Medicine into Dala by partnering with a graphic designer to craft new visual brand identity and a developer to design interactive digital user experienceCrafted brand positioning and product strategy for Dala by empathizing with target personas and evaluating path-to-purchase journeys with the ultimate goal of demystifying integrative healing practices such as meditation	

COMMUNITY LEADERSHIP & INVOLVEMENT

Design for America, JHU MICA Studio <i>Design Director of Design Education and Consultant</i>	Baltimore, MD <i>Oct 2021 – Present</i>
<ul style="list-style-type: none">Explore community need for design education and advocacy and facilitate design education workshops and sprintsApply human-centered design practices with team to aid clients in building more impactful business strategies	
Johns Hopkins Carey Business School, Women in Business (WIB) <i>Community Strategist</i>	Baltimore, MD <i>Oct 2021 – Present</i>
<ul style="list-style-type: none">Foster relationships with locally women-owned businesses and promote engagement opportunities for WIB members	

RELEVANT SKILLS AND COURSEWORK

- Technical Skills:** Microsoft Office (Word, PowerPoint, and Excel), Mural and Miro, Trello, Dovetail, Figma, Canva
- Design Leadership Skills:** Human-Centered Design, Agile Methodology, User Research, Group and Client Facilitation (onsite and virtual), Ideation, Prototyping
- Strategy Consulting Practicum:** Conduct data analysis through consumer and competitive research to provide strategic marketing recommendations to client, Zurena Non-Alcoholic Drink Mixers