

PIPER RUNDELL

303-945-6552 | piper.rundell@gmail.com | <https://www.linkedin.com/in/piper-rundell/>
<https://piperrundell.com/>

EDUCATION:

University of Colorado at Boulder, Leeds School of Business

May 2023

B.S. in Business Administration with an Emphasis in Marketing (GPA 3.3, Dean's List)

Boulder, CO

Minor in Creative Technology and Design

Certificate in Corporate Ethics and Social Responsibility (CESR)

- Relevant Coursework: Project Management, Communication Strategy, Product Strategy, Buyer Behavior, Marketing Research & Analytics, Advertising and Promotion Management, Web Design, Typography, Image, Computation

WORK EXPERIENCE:

Step3 (previously Polyient Inc.)

August 2022

to Present

Marketing and Design Intern

Phoenix, AZ

- Assisted Creative Director in marketing and design activities including social media planning, creation of social media assets and copy, and branding
- Assisted with new product development and launch
- Responsible for continuous organization of brand guides and styles for web developers for 2 company brands
- Conducted SEO strategy
- Managed social media and content creation

Spruce Confections

May 2022 to July 2022

Baker

Boulder, CO

- Followed detailed instructions to bake fresh goods for wholesale and retail

Boss Lady Pizza

April 2021 to November 2021

Assistant Manager

Boulder, CO

- Served hundreds of customers per day, handled POS transactions, managed on-shift employees
- Resolved complaints, facilitated customer experience
- Reported sales, identified, and corrected transactions throughout the day

LEADERSHIP AND ACTIVITIES:

Change.org – Justice for Elijah McClain

May 2020

Petition founder and manager

- Created and managed petition for justice after 23-year-old Elijah McClain was unjustly killed by police officers
- Gained over 5 million signatures
- House Bill 21-1251: Bans use of ketamine as a sedative on suspects administered by police officers
- Senate Bill 20-217: Bans of the carotid hold used by police officers in Aurora
- Largest known settlement of police violence in Colorado history
- Corresponded with press

Leeds Women in Business Case Competition

July 2019

1st Place

Boulder, CO

- Competed amongst peers in a mock scenario to address domestic violence in the NFL
- Presented “Listen to the Whistle” campaign for action and progress to a panel of judges

DECA National Qualifier

2019

- Top 10% of over 200,000 participants
- 3 year member of DECA, an international high school business club in which students are given a business case to present to judges
- Competed amongst peers in the Marketing and Management category

SKILLS AND INTERESTS:

Technical: Experienced user of Google and Microsoft applications, Adobe Creative Suite, web design applications (Webflow, Figma, etc.), HTML, JS, CSS, professional communication, social media, marketing research

Interests: LGBT+, Sustainability, innovation, product packaging design, new product development, outdoor activities (skiing, hiking, biking)