

EMMA BUTLER

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EDUCATION

Brown University, Providence, RI | *Class of 2020*
• Visual Arts and French Studies; GPA 3.9
• Relevant Coursework: The Entrepreneurial Process; Social Entrepreneurship; UI/UX Design; Persuasive Communication; Painting by Observation (RISD); Advanced Painting; Drawing; Digital 2D Foundation; Global History of Art Architecture
Université Paris 1 Panthéon-Sorbonne (Study Abroad, Average Grade: 19/20) Paris, France | *Spring 2019*

HONORS, SKILLS, & LANGUAGES

Honors: Best First Time Hacker, Hackathon@Brown (2020) Brown's Nelson Center \$2k Grant for Business Innovation (2019) Featured in Entrepreneur Online Magazine (2019) Featured in Forbes Online Magazine (2019), Featured in Brown Alumni Magazine (2019)

Skills: Photoshop (fluent), Illustrator (fluent), Adobe XD (fluent), SQL, Data Analysis, Google Analytics, Social Media, HTML, CSS (fluent), Python (Intermediate)

Languages: French (fluent), Spanish (conversational)

MARKETING & BUSINESS EXPERIENCE

Intimately.co, CEO, Solo Founder Providence, RI | *September 2018 – Present*
• Started an online retailer that sells adaptive lingerie for women with disabilities & collaborates with biggest disability Instagram influencers (ex. @bren_hucks 93.k followers)
• Created and launched PR campaign landing Intimately.co in Entrepreneur, Forbes, and Today Show Blog
• Executed successful Kickstarter campaign (45 days, 104% funded, \$18k goal, 450 backers)
• Executed drop shipping model: in-depth wholesale, buying, merchandising, and retail experience with Dear Kates, Anaono, Wings Intimates, SlickChicks and Elba London Lingerie.
• Featured in Forbes in the article "[Female Founders Who Are Moving the Adaptive Apparel Market Forward](#)"
Actiondesk, Director of Marketing (YC S19) Mountain View, CA & Paris, France | *May 2019 – September 2019*
• Created and executed marketing and sales strategy bringing the company from 2 customers to 24, (\$300 in MRR to \$4,000 MRR, \$5 million valuation to \$12 million) including Kleiner Perkins, First Round, and Front App as customers (5th hire, first non technical hire)
• Launched Product Hunt, Hacker News, TechCrunch PR campaign
• Wrote weekly articles, created video tutorials and infographics, boosting views from 100/month to 1.2k/month

GRAPHIC DESIGN & UI/UX EXPERIENCE

Brown Hackathon, Winner of "Best First Time Hacker" Providence, RI | *January 2020*
• Participated with 200 other Brown university software engineers in a 24hr Hackathon sponsored by Facebook, Accenture, and Google Cloud
• Created and pitched "Sandbox: the universal in-game currency for mobile games"
• Used Adobe XD to create mockup while other team members used Java to build MVP
Nelson Center for Entrepreneurship, Graphic Designer Providence, RI | *September 2018 – January 2019*
• Designed online branding for the center by creating logos using Photoshop and Illustrator
• Launched Synapse campaign to London to get more students involved in the center for entrepreneurship
• Create graphics for lecture series including Alumni Entrepreneur Spotlights, working with text and portrait images to highlight the Brown alumni
UI/UX Course, Student Project @ Brown and RISD Providence, RI | *September – December 2019*
• Extensive group projects using HTML, CSS, and JavaScript for redesigns of websites and professional recommendations to online platforms
• Analyzed projects with A/B testing and Brown's eye-tracker for data backed projects.

LEADERSHIP EXPERIENCE

Social Innovation Fellow, Venture Startup Lab Providence, RI | *September 2019 – May 2020*
• Selected as Brown's Leslie M Altman '75 Social Entrepreneurship Fellow for commitment to community develop around women
• One of 6 seniors chosen to partner with Social Enterprise Greenhouse in a yearlong incubator to scale our own ventures formalize growth strategy and attend startup growth bootcamp