

**Brandeis Rabb School
of Continuing Studies**
Master of Science,
Digital Marketing and Design



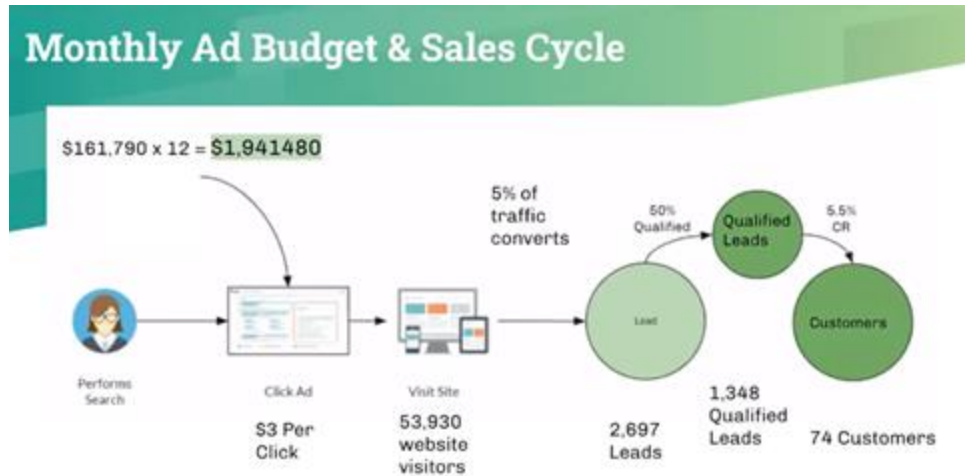
RDMD 110: Search Engine Marketing & Crafting a Digital Marketing Budget



[View Final Project](#)

Project Overview:

Acted as an SEM & SEO consultant for the acting CMO of MongoDB. For this project, I conducted an SEO audit of <https://www.mongodb.com/>, presented opportunities to improve the website's performance and SEM strategy, showcased the major SEM and SEO issues present, and proposed a path forward - all with a focus on driving sales and business growth for MongoDB. In my section, which starts at [42:00](#), I shared the reverse budgeting method I used to craft an ad spend plan focused on acquiring ideal clients.



RDMD 135:

Conversion Rate Optimization

Project Overview:

Crafted a comprehensive CRO strategy for quenchwater.com. At the time, quenchwater.com generated around 80K visitors every month. Yet, only about .06% (or 480) of those visitors converted into leads every month, and about 20% of those leads (96) converted into new customers. In an effort to boost the conversion rate on the site and increase monthly revenue, I recommended a series of CRO initiatives. In this deck, I provided a 12-month CRO plan, offered a breakdown of how much those optimization efforts will cost, and shared calculations for determining ROI of these efforts.



[View Final Project](#)



RUCD 101: User Experience Design

Project Overview:

Identified user experience issues on the National Parks Camping website and craft an action plan for re-optimizing the overall design and sitewide navigation. My final project is formatted as a presentation to the stakeholders of the National Parks Foundation and includes mobile-first wireframes, an outline of a revamped navigation experience, and next steps for UX improvements. My recommendations were based off a series of research projects I conducted throughout the class, including a UX audit of the current NPS site, a competitor analysis, and usability testing.



[View Final Project](#)

Brandeis | GRADUATE
PROFESSIONAL
STUDIES

RUCD 101 | FINAL PROJECT

Redesign Plan for the National Parks Camping Site

Caralyn Dienstman

January, 12 2022 - March 22 2022

RPJM 101: Foundations of Project Management

[View Final Project](#)

Project Overview:

Offered recommendations for navigating unforeseen challenges of a Customer Relationship Management project that is halfway complete. Recommendations are based on calculated risk management decisions. In this deck, I detailed the current status of the project, key issues faced during the halfway point, updated schedule of deliverables, key risks, and key decisions required to successfully complete the launch of the new CRM system within a tight deadline.



RSAN 140: Marketing & Customer Analytics

Project Overview:

Catullo Prime Meats is a one of the first eCommerce of its kind. The Youngstown, Ohio business was an early adaptor to the online meat market. Catullo has more competition now than ever before. To compete in the digital space amongst other online butchers, the company needs to strengthen its digital footprint on earned, owned, and paid channels. In this executive summary, I provided digital marketing techniques for Catullo Prime Meats to implement to boost its visibility and drive its digital sales. I used metrics gathered from Google Analytics reports to offer data-driven recommendations for it's digital marketing campaigns.



[View Final Project](#)

Executive Summary

CATULLO PRIME MEATS

Carl Dienstman
BRANDIS UNIVERSITY | RSAN 140: MARKETING AND CUSTOMER
ANALYTICS

RDMD 102: Digital Marketing Strategy

Project Overview

Crafted a comprehensive go-to-market digital marketing strategy for the The Ocean Cleanup Project, a non-profit focused on ridding the ocean of plastic waste. In this deck, I detailed three priorities for growth, two marketing strategies, and three tactics that support each strategy. I also shared expected returns from the proposed efforts I put forward, including improved brand reputation, website traffic, leads, sales, and decreased cost per acquisition.

THE OCEAN
CLEANUP

[View Final Project](#)



RDMD 130: Multichannel Marketing Campaigns

Project Overview:

Built a multichannel marketing campaign strategy for Ulta Beauty. First, I conducted market research to gain a comprehensive understanding of Ulta's target persona. I then shared a customer segmentation analysis and put forth a strategy to meet Ulta's target audience in the digital spaces they are engaged. I also shared designs and messaging for a mobile and desktop website personalization strategy, an email nurturing campaign, a search engine marketing strategy, and a paid and organic social media strategy. Messaging across each channel is intended to be cohesive and uniquely crafted to move audiences to the next stage of the sales funnel.



[View Final Project](#)

Ulta Beauty's
'Beauty&'
Campaign

By: Caralyn Dienstman

RUCD 140: Research Methods



[View Final Project](#)

Project Overview:

Conducted qualitative and quantitative research studies with the aim of improving the user experience on the Sherwin Williams website. For this project, I implemented a range of research approaches to identify main areas of opportunities on sherwin-williams.com. Research approaches I used to completed this project included surveys, interviews, and usability testing. Furthermore, in this study, I addressed key statistical and ethical concepts in the context of applied research challenges.

Research Findings Report: Picking Interior Paint Colors

Caralyn Dienstman

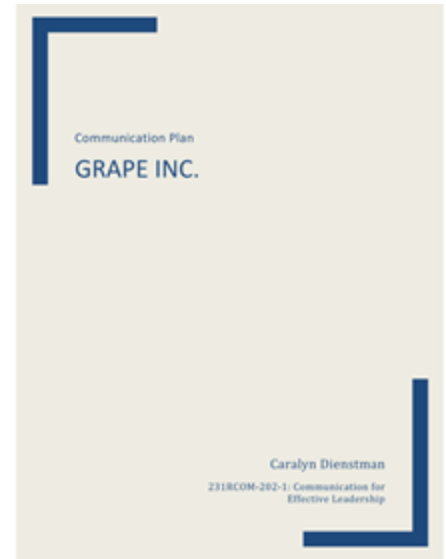
RCOM 202:

Communication For Effective Leadership

Project Overview:

Produced an awareness campaign for a company called Grape Inc. - a fictional corporation that sells smartphones that run on rechargeable batteries made from ethically-sourced material. The goal of the awareness campaign is to generate interest Grape Inc's Corporate Social Responsibility initiative, which involves raising money to support small villages in the Congo decimated by the unethical sourcing of cobalt mining. This communication plan includes SMART objectives, research methods, a competitive analysis, an all-encompassing communication strategy, a timeline for execution, and an estimated cost analysis.

[View Final Project](#)



RDMD 120:

Writing for Digital Environments

Project Overview:

Tasked with crafting messaging for a microsite intended to highlight the many hygienic benefits bottleless water dispensers. Implemented keyword research with the intention of driving a high volume of targeted traffic and wrote in an active voice to compel users to convert.



[View Mock](#)
[Website](#)

