



Lisi Schauer
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TOOLS

Adobe Creative Cloud

- Photoshop
- InDesign
- Illustrator
- After Effects

Microsoft Office

- Excel
- PowerPoint

Google Suite

Figma

GitHub Pages

HTML/CSS/JS

Blender

SKILLS

Typography / Typeface Design

Color Theory

Branding

Web Design

UX/UI Design

Animation

3D Modeling

Data Visualization / Infographics

Data Analysis

Database Management

Social Listening

Social Media Strategy

PERSONAL

Podcast listener

Restaurant explorer

Crafternoon organizer

Baseball statistics nerd

2025 NYC marathon runner

EDUCATION

Pratt Institute / MFA, Communications Design

08.2023 - 05.2025

University of Southern California / BA, Communication

08.2017 - 05.2021

- Double minor in Communication Design and Sports Media Industries
- Honors: Summa Cum Laude, Annenberg Scholar, Presidential Scholarship, Dean's List, 3.92 GPA

EXPERIENCE

The Yabi.DeH Project / Graduate Assistant

10.2023 - 04.2025

- Utilized Python to code web scraping spiders and craft dynamic, responsive data visualizations
- Researched global art scenes to advocate for underrepresented artists in museums and galleries

Sony Music / Track & Playlist Marketing Intern at Legacy

06.2024 - 08.2024

- Oversaw curation and creative direction of Filtr Official college playlists, created marketing assets to drive streaming revenue
- Monitored online trends surrounding catalog tracks and pitched reactive marketing ideas to artist management teams
- Optimized track and product metadata to boost artist visibility

Scarpidis Design / Marketing & Design Intern

01.2024 - 05.2024

- Restructured the firm's website for enhanced user experience, seamless e-commerce integration, and user interface optimization
- Developed social content strategies and email marketing materials to boost online following and reach new clients

Influential / Associate, Strategy & Analytics

06.2022 - 08.2023

- Built custom slides for proposal decks and post-sale market intelligence reports for Fortune 500 clients
- Forecasted rising TikTok trends through social listening and leveraged them to maximize campaign engagement
- Formulated and quality checked surveys, analyzed results to discover key lift drivers of brand health metrics

Annenberg Inclusion Initiative / Project Assistant

08.2019 - 06.2022

- Created graphics for publications, social media, and presentations to entertainment industry partners
- Analyzed trends and wrote reports promoting diverse onscreen portrayals and hiring practices
- Trained undergraduate student workers while supervising data collection for accuracy and reliability

PROJECTS

Fox Sports University

01.2019 - 05.2019

- Developed strategies to promote "Prep Zone," the umbrella brand for high school sports under Fox Sports West
- Voted the winning team by a panel of Fox Sports business executives, featured on the company website