



# Annaliese “Lisi” Schauer

Boston-based graphic designer specializing in digital media, brand strategy, and creative direction. With a background in sports, music, and influencer marketing, I thrive at the intersection of visual communication and innovative storytelling.

## experience

### **Stadium & Bally's Interactive / Graphic Designer**

12.2025 - PRESENT

- Produce on-air graphics packages, bugs, wipes, and interstitials to promote upcoming programming for Bally Sports Live and Stadium
- Design social media templates, web placements, app store assets, and venue signage for the Bally's brand and partner activations

### **Volo Sports Boston / Part-Time Social Media Coordinator**

09.2025 - PRESENT

- Conceptualize and execute content ideas that authentically integrate current trends into the Volo brand identity and voice
- Film and edit footage from Volo events for distribution across social platforms

### **Sony Music / Track & Playlist Marketing Intern at Legacy**

06.2024 - 08.2024

- Oversaw curation and creative direction of the label's official college playlists, designed cover art and created original video assets for advertising on TikTok
- Monitored digital trends related to catalog tracks, collaborated with influencers, and pitched reactive marketing ideas to artist management teams
- Optimized product metadata to boost artist visibility and streaming revenue

### **Scarpidis Design / Marketing & Design Intern**

01.2024 - 05.2024

- Restructured website to showcase architecture and interior design projects, enhance intuitive navigation, and integrate e-commerce functionality
- Developed social content strategies and email marketing materials to boost online following and reach new clients

### **Influential / Analyst, Strategy & Analytics**

06.2022 - 08.2023

- Built and presented custom proposal decks and post-sale market intelligence reports to Fortune 500 clients
- Forecasted emerging TikTok trends through social listening and on-platform research, leveraged trends in active campaigns to maximize engagement

### **Annenberg Inclusion Initiative / Project Assistant**

08.2019 - 06.2022

- Created information graphics for publications, social media, and presentations to entertainment industry partners
- Trained and supervised research teams, analyzed data, and wrote reports on the diversity of Hollywood's onscreen representations and hiring practices

## education

### **Pratt Institute / MFA, Communications Design**

08.2023 - 05.2025

### **University of Southern California / BA, Communication**

08.2017 - 05.2021

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## tools

### Adobe Creative Suite

- Photoshop
- InDesign
- Illustrator
- After Effects

### Canva

### CapCut

### Figma

### Microsoft Office

- Excel
- PowerPoint

### Google Suite

### GitHub

### Wordpress

### Asana

### Miro

### Infegy

### Netbase

### Qualtrics

## skills

### branding

### web design

### photo/video editing

### HTML/CSS/JS

### UX/UI design

### trend forecasting

### social listening

### social media strategy

### presentation skills

### copywriting

### video editing

### animation

### 3D modeling

### data visualization

### infographics

### data analysis

### typography