



# Annaliese “Lisi” Schauer

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

lischauer.com  
lisi222@gmail.com  
linkedin.com/in/lischauer

## experience

### Volo Sports Boston / 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

### Mezz Entertainment / Digital Media Intern

01.2024 - 05.2024

- Designed and edited brand and promotional assets for affiliated artists
- Produced original static and video content adaptable to all social platforms

### 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
- 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 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

## 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