

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

ask me about...

my baseball thesis book

brat institute

facebook marketplace

early 2000s reality TV

marathon training

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
- Summa Cum Laude, Annenberg Scholar, Presidential Scholarship

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 / Analyst, 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 hiring practices and onscreen portrayals
- 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