

Elle Shwer

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EDUCATION

The University of Michigan, Ann Arbor MI — BSI

August 2014 - Current

School of Information, pursuing a Bachelors of Science in Information with a focus on User Experience Design and Social Media

GPA: 3.4

Osceola Fundamental High School, St. Petersburg FL

August 2011 - June 2014

EXPERIENCE

WCBN FM, Ann Arbor MI — Incoming Marketing Intern

May 2016 - Current

Desai Accelerator, Ann Arbor MI — Incoming Design Intern

May 2016 - Current

Travelle, New York NY — Social Media Intern; Digital Marketing and Business Development Intern

January 2016 - April 2016

Managed the Facebook, Twitter (@travelleco), LinkedIn, Instagram (@travelle.co) focusing on online outreach and social media optimization through keyword analysis doubling followership

July 2015 - September 2015

Created & launched an ecommerce page

Improved the interface of the website & focused on user accessibility

Increased website traffic by 35% and worked to improve SEO

MyFab5, Ann Arbor MI — Community Leader

December 2015 - March 2016

Worked to build a solid foundation of community engagement on two international instagram accounts

The Black Sheep, Ann Arbor MI — Marketing Strategist

January 2015 - October 2015

Responsible for 3 campaigns on campus for products, including the app called RefMe which facilitated over 500 downloads across campus

SKILLS

Programming Languages -

Python JavaScript CSS & HTML

SEO Tools - Google Analytics

Applications & Webmaster Tools

CMS Experience - Hootsuite

MailChimp & Iconosquare

PERSONAL

Currently coding a Personal

Website follow my work at elleleorashwer.appspot.com

Over 200 hours in Volunteer

Work with Challah For Hunger, New York Cares, and the Juvenile Arbitration Teen Court

Working Proficiency in

Italian after a summer abroad in Florence, Italy in 2014

ADDITIONAL ACTIVITIES

Intramural Sport Chair for

my sorority Delta Phi Epsilon

Public Relations Chair for

Jewish Greek Council

Previous Peer Mentor within

the Residential College Mentorship Among Peers Program