

# 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

### **Desai Accelerator, Ann Arbor MI — Design Intern**

May 2016 - Current

Collaborated with 6 tech-enabled startups in UMich hosted program during which I completed over 30 tech projects, examples include:

Designed the interface for MySwimPro's web application

Created Sultant's website & implemented a digital marketing strategy

Marketing strategy raised \$400 in sales for Ash & Anvil and hired a photographer to generate content for the brand

### **WCBN FM, Ann Arbor MI — Marketing Intern**

May 2016 - Current

Developed and implemented a multi-faceted Facebook advertising strategy that increased engagement by 59% and page visits by 22.2%

### **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 improved 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

## SKILLS

### **Programming Languages -**

Python, JavaScript, CSS & HTML

**Design Tools -** Adobe Creative Suite & Sketch

### **Digital Marketing -** Facebook +

Google Ads, Hootsuite, MailChimp, Google Analytics, Apps & Webmaster Tools

## PERSONAL

### **Currently coding a Personal**

**Website** follow my work at elleleorashwer..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

**Marketing Strategist** for the Black Sheep at the University of Michigan

## **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