

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