

Elle Shwer

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EDUCATION

The University of Michigan, Ann Arbor MI — BSI & SSPP

Expected Graduation: May 2018

GPA: 3.5

School of Information, pursuing a Bachelors of Science in Information with a focus on Data Analysis and Social Media

Ford School of Public Policy, Supplemental Studies in Public Policy

EXPERIENCE

Marketing Supply Company, Detroit MI — Digital Marketing Intern

September 2016 - Current

Efficiently building social media ads, generating content (blogs, social media, etc.) & improving SEO for MSC's clients growing revenue by 30%

Desai Accelerator, Ann Arbor MI — Design Intern

May 2016 - August 2016

Collaborated with 6 tech-enabled startups in a 16 week program and completed over 40 digital projects, highlights include:

- Established identity for Demo Day by leading design consultations and building out 6 unique pitch decks reaching audiences of 300+
- Designed the web-interface for the #1 ranked swimming application in the United States that supports 100,000 users
- Implemented & executed creative design for Facebook campaign that increased sales by 300% for retail company

WCBN FM, Ann Arbor MI — Marketing Intern

May 2016 - August 2016

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

Traveller, New York NY — Digital Marketing & Brand Development Intern

July 2015 - April 2016

- Managed 5 social media outlets focusing on online outreach & optimization through keyword analysis increasing followership by 100%
- Created & launched an ecommerce page using market affiliations
- 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

Built foundation for 2 Instagrams, increased total following 200%

SKILLS

Programming Languages & Frameworks- Python, SQL, JavaScript/JQuery, HTML, CSS, & Bootstrap

Design Tools - Adobe Creative Suite & Sketch

Digital Marketing - Google Analytics, Apps & Webmaster Tools, Facebook + Google Ads, Hootsuite, MailChimp

ACTIVITIES

Intramural Sport Chair for 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

PERSONAL

Over 200 hours in Volunteer Work with Challah For Hunger, New York Cares, and the Juvenile Arbitration Teen Court

Basic Conversation in Italian after a summer abroad in Florence, Italy in 2014