

# 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

### **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, highlights include:

- Led consultations & contributed design to 6 demo day pitch decks
- Designed the interface for MySwimPro's web application
- Built Sultant's website & implemented a digital marketing strategy
- Created Facebook Ads that raised over \$1000 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 5 social media outlets focusing on online outreach & social media optimization through keyword analysis increasing followership by 100%

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 2 international Instagram accounts, increased total following by 400

## SKILLS

**Programming Languages** - Python, JavaScript, HTML & CSS

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

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

## 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

## PERSONAL

**Currently coding a Personal Website** follow my work at [elleshwer.com](http://elleshwer.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