

LISI SCHAUER

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SKILLS

Adobe CC · Google Suite · Microsoft Office · Figma · Spark AR · HTML/CSS/JS
· Web Design · Animation · 3D Modeling · Typography · Typeface Design · Branding ·
Social Listening · Survey Design · Data Visualization · Data Analysis · Database Management

EXPERIENCE

Influential · Associate, Strategy & Analytics

06.2022 - 08.2023

- Built custom slides for proposal decks and post-sale market intelligence reports
- Identified and forecasted rising TikTok trends through social listening to maximize campaign engagement
- Drafted surveys, quality checked, and analyzed results to discover key lift drivers of brand health metrics
- Presented data-driven insights and recommendations to Fortune 500 clients

Annenberg Inclusion Initiative · Project Assistant

05.2021 - 06.2022

- Designed graphics for publications, social media, and presentations to partners such as UMG and Netflix
 - Analyzed trends and wrote reports to promote diverse onscreen portrayals and hiring practices
 - Trained teams of undergraduate student workers, oversaw data collection for accuracy and reliability
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EDUCATION

Pratt Institute · Master of Fine Arts, Communications Design

08.2023 - (05.2025)

University of Southern California · Bachelor of Arts, Communication

08.2017 - 05.2021

- Double minor in Communication Design and Sports Media Industries
 - Honors: Summa Cum Laude, Annenberg Scholar, Presidential Scholarship, Dean's List
 - Sports Information and Sports Marketing internships for the USC Athletic Department
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PROJECTS

Annenberg Agency

01.2021 - 05.2021

- Team leader and contact between USC students and Los Angeles Community Action Network organizers
- Led social media graphics workshop, constructed templates for evergreen content and digital newsletters

Fox Sports University

01.2019 - 05.2019

- Developed strategies to promote "Prep Zone," Fox Sports West's umbrella brand for high school sports
- Voted the winning team by a panel of Fox Sports business executives, featured on the Fox Sports website