



Eli Schwemler

Design & Advertising

Education

Syracuse University

S.I. Newhouse School of Public Communications '22

M.A. • Advertising

Visual and Performing Arts School of Design '21

B.F.A. • Communications Design
Minor in Political Science

Skills

Communications

Copywriting
Consumer Analysis
Journey Mapping
Social Media
Interviewing

Visual Content

Graphic Design
Web Design
Branding Studies
Animation & Video
VR Storytelling

Soft Skills

Brainstorming
Customer Service
Team Building
Presentation

Audio Arts

Soundscaping
Music Composition
Recording Tech
Mixing & Mastering

Software

Photoshop
Illustrator
Premiere
After Effects
Adobe XD
Blender
Powerpoint
Logic Pro X

Fabrication

Packaging
3D Printing
Laser Cutting
Model Creation
Embroidery

Awards

Graduated Cum Laude 2021

Syracuse University School of Design

TNH Agency 2021

OGx Shampoo Pitch from VMLY&R
Advertising and Design
Pitch Team Winner

Contact

ejschwem@syr.edu

(215) • 528 • 0836

Portfolio

EliSchwemler.com

References available upon request

Experience

Los Angeles Review of Books

Anniversary Graphic Design Volunteer September 2021 • January 2022

Designed a branding deck, color scheme, and ad suite to call for donations as LARB celebrated its 10th anniversary.

Trudeau Village Development

Cartography and Branding June 2021 • Present

Created a map and pitch deck to showcase the property for economic development. Coded each building by use, incorporated architectural history into design, and drafted an original historically-inspired numerology font to present the village's address numbers.

Syracuse University Maker Space

Project Supervisor and Social Media January 2019 • Present

Assist students with their 3D printing, laser cutting, and garment embroidery projects. In addition to this, I publish social media content and produce signage to advertise the space to the student population.

Chestnut Hill Business Alliance

PR, Event Promotion, and Web Design June 2019 • September 2021

Consulted with an alliance of Philadelphia small-business storefronts to brand local events *Red, White, Blue, & You* - a 4th of July Bike Festival, and *Keep It On The Hill* - a pandemic-shutdown online shopping initiative.

Vertical Media

Marketing Intern March 2020 • May 2020

Working in-office at a Florentine digital marketing and web design firm, I produced web graphics, email newsletter designs, and translated Italian documents into English for better appeal to international tourism.

Social.Lab • Bus Stop Design Project

Communications Designer January 2020 • May 2020

Observed consumer patterns and explored local customs to design safer and tidier bus stops in Florence, Italy. The final proposal was to transform bus stop poles into living birdhouses, as people hold greater respect for spaces that are active homes.

CNYIBA – Central New York

International Business Alliance

Marketing and Advertising Intern January 2018 • April 2018

Drafted a sitemap for the organizations of company information online, conducted research into export scams, and designed flyer materials for ExportNY - a professional conference regarding international trade logistics.