



ELYSE SCHWANKE

schwankedesign.com
elyse.schwanke@gmail.com
419.410.0575

*driven, focused,
energetic, goal-oriented,
excellent communicator,
and team player*

EXPERIENCE

22Squared, United States

Senior Designer

- Daily tasks include handling everything from print projects and presentation designs to digital media and online projects.
- Layout and execute print deliverables such as brochures, flyers, ads, POP, and billboards.
- Proficient in designing and animating HTML5 banners and social videos.
- Produce final deliverables for all print and digital artwork according to project specifications.
- Work one on one with directors for feedback and support.

Apr 2019-
Present

The Penny Hoarder, St. Petersburg, FL

Digital Designer

- Conceptualized and executed engaging graphic designs for social media channels, while adhering to best practices for each platform, including adjusting format and style.
- Collaborated with editorial and social media teams to find creative ways to tell stories and simplify information for consumers, translating complex information into impactful, easy-to-understand visuals for the website and social channels.
- Worked closely with the media-buying team to create graphics for digital ads, giving them an organic feel while optimizing for conversion.
- Reviewed platform engagement metrics and applied insights to future projects.

Dec 2018-
Mar 2019

TradeWinds Island Grand Resort, St. Petersburg, FL

Art Director | Marketing Manager

- Responsible for weekly emails, daily social media posts, website redesign, etc. as the lead digital designer.
- Handled all aspects of advertising and collateral production of all TradeWinds' properties.
- Met deadlines in a fast-paced environment while taking on various projects, such as advertising campaigns, various digital platforms, retail, and print collateral.

Mar 2018-
Dec 2018

Bluemercury, Washington, D.C.

Graphic Designer

- Responsible for the creative strategy and overall design of all 150+ in-store banner campaigns. Worked closely with brands to ensure the success of their banner campaigns.
- Art directed a variety of photo shoots from social media to proprietary launches.
- Worked with content strategists as the lead designer for each email campaign.
- Designed and coded emails to increase revenue growth and customer loyalty.
- Assisted with ad hoc tasks to include web campaigns, marketing, and packaging in a high volume, fast paced environment.

Jan 2016-
Mar 2018

F+W Media, Cincinnati, Ohio

Production Designer

- Responsible for design development, content layout, typography and some illustrations, for more than ten books a year that give highly educational and interactive experiences that connect people to their leisure pursuits.
- Lead designer for over 50 marketing requests; designed print and online advertisements, online PDF downloads, and in-house projects; worked to exceed client goals while staying within budget and on schedule.

Apr 2012-
Jan 2016

ProMedica, Toledo, Ohio

Freelance Designer

- Managed design for over 300 projects for 12 medical facilities, to include a variety of media.

Graphic Design Internship

- Assisted with corporate re-branding process and visual corporate climate redesign.

Jun 2011-
Apr 2012

EDUCATION

College of Fine Arts, Ohio University, Athens, Ohio
Bachelor of Fine Arts, Graphic Design

Jun 2011

TECHNICAL SKILLS | Adobe Creative Cloud | CSS/HTML | WordPress | Microsoft Office | Photography