

Eliana Wasserman

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Skills

- Adobe Photoshop • Adobe Illustrator • Adobe InDesign • Adobe Premiere • Procreate
- SquareSpace & WIX Web Design • Google Drive • Microsoft Office • Canva • Photography
- Social Media • Project Management • Interpersonal Communication • Garment Construction

Experience



English Language Assistant

NALCAP

Sep 2021 - May 2022 (9 months)

- Assisted in teaching English to elementary schoolers in classes of up to 25 students
- Completed 140 hour "Teaching English as a foreign Language (TEFL)" course
- Researched and created lesson plans, designing original graphics using Adobe Illustrator and presentations using PowerPoint



Social Media Marketing Intern

YES to Consent

May 2020 - Nov 2020 (7 months)

- Communicated with a 6+ person social media and marketing team via Slack to brainstorm Instagram content ideas and divvy up creation of Instagram posts
- Translated team-generated text into cohesive branded Instagram posts using Canva and Adobe Illustrator
- Used Adobe Photoshop, Illustrator and Procreate to create graphics for community-submitted stories



Editor In Chief for Illumination Journal

Wisconsin Union Directorate Publications Committee

Jan 2020 - May 2020 (5 months)

Oversaw Art Editors, Marketing Director and Digital Editor, leading weekly team meetings and sending weekly email updates.

- Used SquareSpace to design and add content to Illumination's website
- Supervised Social Media accounts, creating content schedule and moderating engagement
- Planned art and poetry events for community, communicating across departments to reserve event spaces and advertise events
- Designed and created layout for print issues using Adobe photoshop, Illustrator and InDesign



Marketing Intern for Our Wisconsin - Center for the First-Year Experience

University of Wisconsin-Madison

Sep 2018 - May 2020 (1 year 9 months)

- Communicated across departments to create Facebook content strategy
- Created promotional materials and social media content using Adobe Suite and Canva
- Facilitated educational programs for groups of 50-100 college freshman
- Participated in two-day diversity and inclusion training

Education



University of Wisconsin-Madison

Bachelor of Arts - BA, Communication and Media Studies

2016 - 2020