



ELIANE DRISCOLL

BRAND DESIGN & STRATEGY

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3+ years of experience in concept to execution brand asset production and social media strategy across higher education, corporate and creative community sectors. I specialize in finding the intersection of creative briefs, design trends and cultural relevance to develop compelling video production and integrated digital media that brings people together around a cohesive and genuine brand experience.

Education

BFA Visual Communication Design

Purdue University 2025
Honors. GPA 3.5.

BA Philosophy

University of New Hampshire
GPA 3.5.

Skills

Adobe Illustrator
Adobe Premiere Pro
Adobe Photoshop
Adobe InDesign
Figma
Social Media Content Strategy
Video & Photography Direction
Colorgrading & Sound Design

Recognition

Graphis New Talent

Silver and Honorable Mention 2025

Creative Quarterly 78

Poster Recognition 2024

BI International Student Talent

Branding Finalist 2024

Guilty CU Denver Show

Best in Show 2022

Experience

Freelance Content Creator

Very Online Agency • April 2026 - Present
• Client: SVEDKA

Outreach Manager (Content Creation)

Purdue University • June 2025 - March 2026

- Presented challenges and trends for students and translated to content creation for in-person engagement with facility, resulting in 8.6% Instagram follower increase in 8 months.
- Designed and reviewed 200+ promotional materials and pre+post-production for reels reaching 50K students and alumni.
- Brainstormed and translated briefs to build division brand alignment with selective Purdue typography, composition, imagery.

Lead Event Coordinator December 2024 - October 2025

Purdue Visual Communication Design Senior Exhibition

- Concepted visual / spatial accessibility of interactive wall, managed budgeting and brand alignment attracting 300+ attendees.

AIGA Purdue Networking Mixer

- Developed aesthetics of coaster conversation starters to networking theme and sourced and budgeted venue/materials.

Brand and Merchandise Designer

The Radiate Positivity Project • April 2023 - October 2023

- Organized feedback and iteration process, anticipating client questions and challenges regarding touchpoint development with music festival clients to produce partnered merchandise and social media content.

Sustainability Marketing Intern

Casella Waste Systems • May 2019 - July 2019

- Realized my love and apt for design and strategy.
- Collaborated crossfunctionally to execute media strategies for Recycle Better campaign to improve clarity of education, templates implemented in current media.