Eliane Driscoll

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PROFILE

Experienced in producing and editing strategic digital media for brands, increasing audience reach across higher education, consumer goods, corporate and creative community sectors. Includes strategizing, presenting and leading concept to execution social initiatives aligned with strict guidelines, analyzed and translated with culturally relevant trends. I completed my BFA from Purdue University in 2025 in visual communication design, however I began my experience while studying philosophy at the University of New Hampshire in 2018.

EDUCATION & QUALIFICATION

Purdue University | Bachelor of Fine Arts in Visual Communication Design, GPA: 3.5 | *Dec 2025*
Basis | Digital Media Essentials Certification | *Jun 2026*

RECOGNITION

Graphis New Talent Award | Information Poster Design and Branding Series | *2025*
Purdue Visual Communication Design Showcase | Branding Series and Website Design | *2025*
BI International Student Talent Award | Branding Series | *2024*
Creative Quarterly 78 | Information Poster Design | *2024*

TECHNICAL SKILLS AND STRENGTHS

- Concept Development and Messaging Brainstorming
- Research and Brand Analysis
- Adobe Illustrator, Photoshop, Premiere Pro
- Microsoft Word, Excel and PowerPoint
- Wrike, Figma, Canva
- Video Pre- and Post-Production

EXPERIENCE

Freelance Creative Specialist **Apr 2026 – Present**
Very Online Agency / Account: SVEDKA
- Identifies cultural and platform trends to develop insights and organic social concepts.

Outreach Manager (Videography & Production) **Aug 2025 – Mar 2026**
Purdue Recreation & Wellness
- Produced and edited social-first content for recruitment, programming, and facility initiatives, increasing organic social content production by 300%.
- Created motion graphics templates for intros, transitions and typography to adhere with in-house standards.
- Designed, wrote and edited visuals, headlines, captions and program messaging for social, print, and internal communications.

Outreach Specialist **Jun 2025 – Jul 2026**

Lead Coordinator **Dec 2024 – Oct 2025**
Events & Activations
- Purdue Visual Communication Design Senior Exhibition
  - Collaborated and presented strategy and production for interactive conversation wall attracting 300+ attendees.
- AIGA Purdue Networking Mixer
  - Managed venue/material production and directed interactive coaster activation to ease process of student networking.

Brand and Merchandise Designer **Apr – Oct 2023**
The Radiate Positivity Project
- Designed music festival partnership stickers exchanged among thousands of event attendees, in addition to corresponding social posts for releases.

Sustainability Marketing Intern **May – Jul 2019**
Casella Waste Systems
- Developed messaging and visual strategy for print and digital media in the Recycle Better campaign improving student instruction on recycling.
- Presented research, outline, mock-ups and objectives to executive team.