

Eliane Driscoll | Visual Communication Designer & Copy-Focused Creative

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PROFILE

With 3+ years working across social, video, and brand communications for higher education, consumer, and corporate organizations. Experienced in developing concepts, refining brand voice, and editing content for clarity, consistency, and the intended audience. BFA in Visual Communication Design from Purdue University (2025), with an academic background in philosophy from the University of New Hampshire (2018).

EDUCATION & QUALIFICATION

Purdue University | BFA in Visual Communication Design, Honors, GPA: 3.5 | *December 2025*
Basis | Digital Medial Essentials Certification | June 2026

AWARDS

Graphis New Talent Award | Silver and Honorable Mention | 2025
Creative Quarterly 78 | Poster Recognition | 2024
BI International Student Talent Award | Branding Finalist | 2024
Guilty CU Denver Show | Best in Show | 2022

EXPERIENCE

Freelance Content Creator April 2026 – Present

Very Online Agency / Account: SVEDKA

- Identify cultural and platform trends to develop social-first concepts, audience insights, and product-focused content integration for SVEDKA Instagram content.

Outreach Manager (Video Producer and Editor) June 2025 – March 2026

Purdue Recreation & Wellness

- Produced and edited short- and long-form video content for recruitment, programming, and facility initiatives across social platforms.
- Managed end-to-end production for live recreation events, coordinating with internal department leads and adapting shoots in fast-paced environments.
- Developed hooks, pacing, and narrative structure using student behavior and social insights to increase engagement and drive recruitment initiatives (~50K reach across platforms).
- Created motion graphics templates for intros, transitions, and typography to strengthen brand consistency across video content.
- Wrote and edited headlines, captions, and program messaging for social, print, and internal communications to improve clarity, tone, and brand alignment.

Outreach Specialist June 2025 – Sept 2025

Lead Coordinator December 2024 – October 2025

Events & Activations

- Purdue Visual Communication Design Senior Exhibition, AIGA Purdue Networking Mixer
 - Wrote experiential copy and prompts for interactive exhibition installations, making design thinking and student engagement more accessible through conversational messaging.
 - Developed wayfinding headlines, copy, and program messaging to guide storytelling, attracting 300+ attendees.

Brand and Merchandise Designer April – October 2023

The Radiate Positivity Project

- Designed festival-inspired stickers to translate a shared community experience into tangible pieces fans could connect with.

Sustainability Marketing Intern May – July 2019

Casella Waste Systems

- Supported messaging and campaign development for “Recycle Better” initiative across sustainability and marketing teams.
- First experience working on brand messaging and communication strategy, shaping love for copywriting and creative direction.

SKILLS

Creative | Concept Development, Trend Analysis, Audience Insight Translation, Presentation, Creative Rationale
Production | Video Editing, Templates and Typography Systems, On-Site Production Coordination, Multi-platform Delivery
Tools | Adobe Premiere Pro, Photoshop, Illustrator, InDesign, Figma, Canva, Microsoft Office, Wrike