

# AVA P. SCHNEIDER

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## Skills & Interests

**Skills:** Illustrator, Photoshop, InDesign, After Effects, Adobe Express, Premiere Rush, Canva, Word, PowerPoint, Instagram, Facebook, Snapchat, Procreate, Microsoft Office, Digital Stack, MailChimp,  
**Interests:** Reading, Digital media, Travel, NYT puzzles, Ad Week, Health & Wellness, Music

## Education

**Indiana University, The Media School, Bloomington Campus** *Anticipated Graduation: May 2025*

Bachelor of Arts in Advertising with a specialization in Creative Advertising

Major: Creative Advertising

Relevant coursework: Portfolio Workshop 1&2, Graphic Design 1&2, Content Creation,

## Graphic Design & Digital Marketing Experience

**Marketing Manager – Club Pilates Bloomington** October 2024 – Present

- Manage and create content for the Club Pilates Bloomington social media accounts to increase brand awareness and engagement.
- Develop and implement outreach strategies to attract new members and grow the studio's community.
- Design and produce engaging content and targeted ads to promote Club Pilates Bloomington, drive membership growth, and enhance brand visibility.

**Graphic Design Freelancer** January 2024 – Present

Fayette Collective, Tow4Tech, The Connecticut Edit, DJ Rides

- Collaborate with a diverse range of clients, including interior design firms, printing companies, and startups, to develop impactful visual identities.
- Design and execute ad campaigns for social media and brand awareness, ensuring compelling and cohesive messaging across platforms.
- Create branding assets and comprehensive brand guidelines to establish consistency and strengthen brand identity.

**Creative Design Intern – BBDO Worldwide** June 2024 - August 2024

- Worked Closely with Creative directors on active projects using adobe suite to have the outcome the clients wanted.
- Successfully worked with fellow interns on an intern project and presented work to a panel of judges.
- Helped clients find their creative voice by introducing them to ideas that stretched beyond what they were looking for.

**Graphic Design Intern – Smash Creative** May 2023 - September 2023

- Worked together with clients to bring concepts to life using Canva and Adobe suites for emails, and social media posts.
- Gained hands-on experience and further developed skills by teaming up with other designers.
- Met deadlines that were placed on projects using time management, and organizational skills.

## Property Management

**Community Assistant – Current at Latimer Square** February 2022 – May 2023

- Provide a welcoming community that contributes to a quality living experience and achieves the property's occupancy goals.
- Participate in outreach, marketing, resident interactions, and administration tasks to gain foot traffic to the property.
- Give tours to prospective residents who are interested in the property.