

ELIZA P. SHAPIRO

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Education

University of Pennsylvania

Philadelphia, PA | Expected Graduation: May 2025 | Current GPA: 3.95

Expected Degree: Bachelor of Arts in Communication (Annenberg School);
Minor in Consumer Psychology (Wharton & College of Arts and Sciences)

Relevant Coursework: Data and Analysis for Marketing Decisions, Consumer Behavior, Marketing Strategy, Critical Approaches to Popular Culture

The Dalton School

New York, NY | 2016 – 2020 | High School Degree

King's College London

London, UK | 2024 Spring Semester | Study Abroad

Aardvark Israel Gap Semester Program

Tel Aviv, Israel | 2021 Spring Semester

Work Experience

The Estée Lauder Companies | Beauty Company

Lauder Summer Intern, Marketing Consumer Insights (North America) | June – August 2024 | New York, NY

- Developed strategic insights and forecasts for the ELC portfolio, particularly for Clinique's product launch and consumer base strategy
- Created and edited brand-facing decks based on consumer insights pulled from various databases
- Delivered a final research presentation on consumer trends and actionable recommendations to 15+ people, including senior management

Stoney Clover Lane | Accessory Brand

Digital Marketing Intern, Summer Internship Program | June – August 2023 | New York, NY

- Worked with the Digital team (reporting to Sr. Digital Manager) to oversee digital channels (website, emails, & advertisements)
- Conducted product & competitive research, created data-driven sales reports, and improved website traction (SEO articles; merchandising)
- Completed a summer-long digital marketing project in collaboration with other interns, culminating in a presentation to management

LEITZES&CO | Brand Partnership Agency

Partnerships Intern & Freelancer | Full-Time: May – July 2022 | Freelance: August 2022 – Present | New York, NY

- Conduct research on brands, artists, and celebrities to find potential partners for clients including Target, Universal, and M·A·C Cosmetics
- Spearhead and edit client-facing decks, emails, and reports throughout all stages of the brand collaboration journey
- After Summer 2022 internship, was asked to stay on as a freelancer reporting directly to the CEO several days per week

eMojo Digital Solutions | Digital Marketing Agency

Content Management Intern | April – June 2021 | Tel Aviv, Israel

- Collaborated with the SEO and PPE (advertising) teams to increase traction and sales for American clients
- Wrote SEO articles for clients' websites and created content for ad campaigns and social media channels

HeadCount | Voting Non-Profit

Music & Politics Intern | August – December 2020 | New York, NY

- Wrote and edited voter information emails, created social media content, and tracked engagement for the Digital team

CNN | News Network

Op-Ed Author | 2019-2020 | Freelance

- Author of three opinion pieces for CNN.com about Planned Parenthood, teenage vaping, and COVID-19 (view on elizashapiro.com)

Activities

Wharton Women Pro-Bono Consulting | Project Leader | September 2022 – Present | University of Pennsylvania

- Advise women-led businesses across the country on marketing strategy and growth opportunities
- Lead weekly team meetings, delegate and edit deliverables, facilitate communication with the client, and organize a final presentation

Penn Fashion Week | VP of Marketing | September 2022 – Present | University of Pennsylvania

- Plan and market a week-long speaker series featuring fashion industry; manage and create content for the social media account

TAMID at Penn | Consulting Team Member | September 2022 – Present | University of Pennsylvania

- Advise Israeli startups on business development strategy by identifying the client's needs and presenting detailed recommendations

Kappa Alpha Theta Fraternity | Beta Eta Chapter Member | January 2023 – Present | University of Pennsylvania

- Dedicated to fostering community, promoting personal growth, and supporting The National CASA/GAL Association for Children

Skills & Interests

- Skilled at data analysis (Microsoft Excel, Synthesio Social Listening), graphic and deck design (PowerPoint, Adobe, Canva), CRM software
- Passionate about the beauty space, with a strong desire to begin a career in beauty marketing