

Eli Schafer

MARKETING · RESEARCH · AI-DRIVEN GROWTH

(808) 216-0912 · eli@schafer sites.com

Honolulu, HI · from Vancouver Island, BC

linkedin.com/in/eli-schafer-296802206 ·

schafer sites.com/portfolio

Marketer and researcher with over a year of marketing internship experience in integrated strategy, market research, technical SEO and operations, plus two years of full-time leadership service. Has worked and studied alongside people from 70+ countries. Builds and markets products independently: an iOS app with 283 downloads in 90 days and a web app marketed to 300+ users.

3 yrs 2 mo

WORK EXPERIENCE

13 mo

IN MARKETING
INTERNSHIPS

7,000+

HOURS OF SERVICE

283

APP DOWNLOADS, 90
DAYS

300+

PRODUCT USERS

PROFESSIONAL EXPERIENCE

Marketing Intern — Polynesian Cultural Center · Lāʻie, HI

Jan 2026 – Present · 10 mo

- Currently working on the performance and search visibility of polynesia.com, using PageSpeed Insights, Lighthouse and Chrome UX Report data.
- Conducted a cost-benefit analysis of marketing tools, platforms and processes to identify inefficiencies and cost-saving opportunities.
- Evaluated internal systems (project management, communication and onboarding) to improve productivity and clarity of roles.
- Researched and proposed solutions to streamline onboarding for new marketing team members, to reduce ramp-up time and confusion.
- Analyzed software utilization to identify underused or redundant tools, informing a consolidation roadmap presented to leadership.

Tools: PageSpeed Insights · Lighthouse · Ahrefs · Excel · Trello · Notion

Marketing Intern — Go Adventure Hawaii · Haleiwa, HI

Sep – Dec 2025 · 3 mo

- Built a comprehensive **integrated marketing communication plan** covering SEO, brand storytelling, buyer personas, social media, merchandise and AI-powered inbound support for a Hawaii adventure tourism brand.
- Applied the StoryBrand framework, competitor analysis and keyword research to reposition the brand around safety, education and transformation.
- Designed and documented a 24/7 AI voice assistant (Voiceflow and Twilio) to capture bookings from missed calls.
- Developed a seven-product merchandise line, costed through Printful, at a 47.5% blended margin.

Tools: StoryBrand · Voiceflow · Twilio · Printful · Keyword research · Canva

Market Research Intern — Waimea Valley · Waialua, HI

Sep – Dec 2025 · 4 mo

- Conducted mixed-method research (surveys, focus groups and in-person interviews) to gather visitor insights.
- Facilitated a focus group of seven participants and built the graphs and findings behind three recommendations.
- Designed and analyzed qualitative and quantitative data to identify trends, pain points and opportunities.
- Performed sentiment and keyword analysis on open-ended responses to extract actionable insights, and delivered data-driven recommendations to improve guest experience and marketing communication.

Tools: Focus groups · Surveys · Sentiment analysis · Excel

Self-Funded Volunteer — England

Jan 2022 – Dec 2023 · 2 yrs

- Worked **70–80 hours a week for two years** while adhering to strict organizational policies and performance standards.
- Trained and coached **120+ individuals per month** on performance skills, goal tracking and outcome validation, improving productivity and accountability.
- Led weekly workshops on goal setting, leadership development and relationship building.
- Tracked activity output and performance metrics; produced weekly reports for supervisors and monthly executive summaries to support strategic decisions.
- Mentored for more than 24 months by a high-performing executive, gaining exposure to leadership and organizational strategy.

Tools: Coaching · Workshop design · Reporting · Cross-cultural leadership

VENTURES & PROJECTS

- Founder · HearHim — iOS app and website

2026

 - Designed, built and marketed a Swift/SwiftUI app that blocks distracting apps until a reading goal is met.
 - 283 downloads in 90 days**; ran Meta and TikTok campaigns and fixed a technical SEO issue that kept the site at two indexed pages.
- Founder · PlaylistScout — Web app and Chrome extension

2026

 - Rebuilt an extension into a subscription product with Stripe billing and a 35-page search-driven site.
 - Marketed to **300+ users**.
- Host & Creator · The AI Podcast — Podcast and LinkedIn

2023 – present

 - Rebuilt the show’s format around audience research: **+35% listener retention** in three months and +60% social engagement.
- Creator · the.schafers — Instagram, personal project

Six-week test

 - Grew a new account to **47,321 views** with no ad spend; 95.6% of reach came from non-followers.
- Founder · Schafer Sites — Web design studio

Ongoing

 - Design and build custom websites for small and local businesses, from design and code to hosting and launch.

EDUCATION

Brigham Young University–Hawaii
Business Marketing · Graduating December 14, 2026

LANGUAGES

English (fluent). Comfortable communicating with English second-language speakers from diverse backgrounds.

SKILLS & TOOLS

MARKETING & STRATEGY Integrated marketing planning, Brand storytelling (StoryBrand), Buyer personas & segmentation, Competitor analysis, Pricing & merchandise strategy, Funnel design	RESEARCH & ANALYTICS Focus groups, surveys, interviews, Sentiment & keyword analysis, Technical SEO audits, Performance tracking & reporting, Excel & data organization, Cost-benefit analysis	CONTENT & GROWTH Short-form video & hooks, Organic social growth, Paid social (Meta, TikTok), SEO content strategy, Podcasting & audience engagement
PRODUCT & AUTOMATION iOS (Swift, SwiftUI), Web (HTML, CSS, JS, Next.js, Astro), Firebase & Stripe, AI voice agents (Voiceflow, Twilio), App Store Connect	LEADERSHIP Cross-cultural communication, Team leadership & mentorship, Workshop planning & facilitation, Strategic goal setting	TOOLS PageSpeed Insights, Lighthouse, Ahrefs, Google Search Console, Meta Ads, TikTok Ads, AppsFlyer, Canva, Printful, Trello · Notion