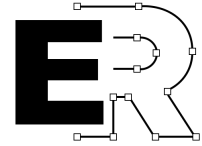


Eli Joseph Roth

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Portfolio: www.erothcreations.com



EXPERIENCE

BSE Global - Brooklyn Nets • Postgraduate Creative Intern • *October 2025 – Present*

Collaborated with a team of 15 designers to create Brooklyn Nets social media design and game presentation collateral during the 2024-25 Brooklyn Nets NBA season, including daily participation in design strategy meetings. Additional areas of design and collaboration for other BSE properties, including Barclays Center social and arena design and Long Island Nets social media design. Individual focus and responsibilities include developing visual identity elements, graphic treatments, mock-ups, digital and static signage, and environmental space creative for sponsor and partner activations, game day creative collateral specific to players, uniforms, and informational updates for fans visible across multiple social media channels.

Official Vibes Clothes, LLC • Creator and Designer • *January 2021– May 2023*

Created a clothing design line, including website and social media presence, with the intention of creating comforting and emotionally-driven designs for fifteen- to thirty-year-old customer base

Fresh Prints • Campus Manager • *March 2023 - June 2024*

As a Campus Manager for this customized clothing company, responsibilities include building a client list of organizations and individuals in need of creating clothing for their organization. Assist with garments selection and design. Currently representing and designing for 10 clients in and around the Syracuse community.

Olami • Intern • *February 2023 – June 2023*

Collaborated with a team of graphic design interns and professionals from Olami and their client 18 Coffees to create an entire social media campaign to culminate on a day of action in May 2023. Responsibilities included the creation of 3 weekly social media posts and animations based on calendar goals set by leadership.

Presentation Multimedia • Intern • *May 2023 – August 2023*

Worked with the Presentation Multimedia's social media department chair to help overhaul the social media plan and presentation for their client's, including re-designing their feed on Instagram feed by creating multiple post to post to promote their brand and services that they offer.

Camp Kinder Ring • Group Leader • *Summer 2021, 2022, 2023*

Supervised, planned, and coordinated activities, and managed a staff of eight people, for a division of forty twelve-year-old campers at a sleep-away summer camp. Communicated with head counselors, infirmiry staff, and camp director with regard to behavior and health issues of campers. Communicated with parents of campers.

EDUCATION

Syracuse University • Graduated *Magna Cum Laude* • *May 2024*

Major • *S.I. Newhouse School of Public Communication*

Bachelor of Science in Graphic Design

Minor • *David B. Falk College of Sport and Human Dynamics*

Concentration in Sport Management

Honors • Dean's List • Success Scholars • Phi Eta Sigma Honor Society

SKILLS

Adobe Suite: Photoshop • Illustrator • After Effects • InDesign • Premiere Pro • XD • Aero
Figma • Glyphs
Microsoft Word • Microsoft PowerPoint