

ISAAC SCHEIN

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SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro)
- Website & Email Builders (WiX, SquareSpace, MailChimp)
- Content Creation (YouTube Creative Studio, Canva)
- Project Management & CMS (Trello, Slack, MS SharePoint, WiX)
- Music Software (MuseScore, Sibelius, Logic Pro X)
- Content Management
- Account Management
- Team Management
- Digital Photography
- Video Editing
- Content Strategy
- Client Relationships
- Administrative Support
- Event Marketing

WORK EXPERIENCE

- **Content Creator & Freelance Video Editor, YouTube** May 2020 – Present
 - 8.5M+ Impressions, 870k+ Channel Views, 5,702 Subscribers, 6.5% CTR
 - Engage subscriber audience through cleverly crafted video production and community-centered content
 - Build relationships with fellow content creators and game studios through collaboration on videos
 - Maintain brand consistency through graphic and animated video elements
- **Account Director, Diamond Edge Communications • Philadelphia, PA** Aug 2022 – May 2023

Client – Klein College | Senior Showcase Event

 - Personally selected to plan logistics and execute event marketing for Klein’s prestigious annual reverse job fair
 - Led a 5-member team to develop a visual identity, integrated marketing campaign, and fully-fledged website
 - Achieved 2nd highest student registration since inception
 - Planned, allocated, and monitored a \$6,000 budget

Client – Bridges 2030 | Non-Profit

 - Led a 5-member team to revamp social media presence, increase volunteer and donation leads, and build content strategy
 - Spearheaded the redesign of client website to secure a clear brand persona and enhanced user experience
 - Organized critical meetings with the client as well as generated daily agendas and reports
 - Photographed speaking events hosted by Bridges 2030 & formulated brand guidelines
- **Freelance Photographer, The Temple News • Philadelphia, PA** Sep 2019 – April 2023
 - Captured photos of events and individuals for news stories published online or in print
 - Composed hundreds of cutlines to accompany featured images selected for publication
 - Coordinated photo sessions with reporters and involved parties
- **Events & Social Media Marketing Intern, Calix Inc. • Remote** May 2022 – Aug 2022
 - Developed successful digital media campaign:
LI Benchmark Metrics: Impr (+182.96%) Likes (+194.737%) CTR (+18%) Clicks (+1986.11%)
IG Benchmark Metrics: Reach (+127.14%) Reactions (+255.55%)
 - Overhauled SEO and B2B content strategy guidelines for YouTube platform. Fulfilled content worthiness audit of ~200 videos
 - Presented strategy recommendations & content action plans to executive leadership as well as tracked performance analytics
 - Composed copy, managed the scheduling of, and published social content across a slew of owned channels
 - Enhanced operations through creation of a Microsoft SharePoint social content intake form to meet needs of stakeholders
- **Program Development Intern, The Clio Awards • Remote** June 2021 - Aug 2021
 - Provided administrative support to blue-chip clientele on EMS software thru collaboration with senior-level management
 - Conducted market research, campaigns support, and outreach to partners and prospects for Clio Music and Cannabis program
- **Brand Strategy Intern, MBK Marketing Solutions • Remote** June 2021 – Aug 2021
 - Assisted in the discovery and development of a marketing repositioning strategy for a large non-profit in southern New Jersey

EDUCATION

Temple University, Klein College of Media and Communication (Philadelphia, PA)
GPA: 3.85 | Bachelor of Arts in Advertising, Brand Strategy and Research | Minor, Music Studies

Graduated: May, 2023

Honors & Awards: Dean’s List | Klein College Department “Professional Promise” Award
National Student Advertising Team “Best Insights & Innovation” Award | Klein College Senior Showcase Account Director