

# ISAAC SCHEIN

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## 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

## SKILLS

- Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro)
- Website & Email Builders (WiX, SquareSpace, MailChimp)
- YouTube Creative Studio & Canva
- Project Management & CMS (Trello, Slack, MS Sharepoint)
- Music Software (MuseScore, Sibelius, Logic Pro X)
- Content Management
- Account Management
- Team Management
- Digital Photography
- Video Editing
- Content Strategy
- Client Relationships
- Campaign Planning
- Creator Collaboration

## WORK EXPERIENCE

- **Account Director, Diamond Edge Communications (Philadelphia, PA) | Student-Run Agency** Aug 2022 – May 2023
  - Client – Klein College | Senior Showcase Event**
    - Personally selected to plan for and execute reverse job fair, Klein's prestigious annual event to match students to employers
    - Led a 5-member team develop a visual identity, integrated marketing campaign, and full-fledged website
    - Responsible for planning, allocating funds, and monitoring a \$6,000 budget
    - Achieved 2nd highest student registration since inception
  - Client – Bridges 2030 | Non-Profit**
    - Led a 5-member team to revamp social media presence, streamline volunteer & donation process, and construct content strategy
    - Organized critical meetings with the client as well as generated daily agendas and reports
    - Spearheaded redesign of main website to secure a clear brand persona and enhanced user experience
    - Photographed speaking events hosted by Bridges 2030 & formulated brand guidelines
- **Events & Social Media Marketing Intern, Calix Inc. (Remote)** May 2022 – Aug 2022
  - Revamped YouTube Channel to increase B2B engagement & overall reach. Fulfilled content worthiness audit (~200 videos)
  - Presented strategy assessments to executive leadership & assisted in planning, posting, & composing copy for social content
  - Enhanced operations through creation of a Microsoft SharePoint social content intake form to meet needs of stakeholders
  - Developed Successful Mini-Social Campaign:  
**LI Benchmark Metrics:** Impr (+182.96%) Likes (+194.737%) CTR (+18%) Clicks (+1986.11%)  
**IG Benchmark Metrics:** Reach (+127.14%) Reactions (+255.55%)
- **Program Development Intern, The Clio Awards (Remote)** June 2021 - Aug 2021
  - Alleviated application issues with blue-chip clientele thru collaboration with senior-level management and EMS software
  - Aided with marketing efforts for the Clio Music and Cannabis program including research, campaigns support, and outreach to partners and prospects
- **Brand Strategist Intern, MBK Marketing Solutions (Remote)** June 2021 – Aug 2021
  - Assisted in the discovery, development and go to marketing repositioning strategy for a large non-profit organization in southern New Jersey

## CREATIVE ENDEAVORS

- **Content Creator, YouTube** May 2020 - Present
  - Entertains subscriber audience through editing of in-game footage, creating an engaging storytelling environment
  - Builds relationships with fellow content creators through collaboration on video production
  - Maintains brand consistency through graphic and animated video elements
  - **7.0M+** Impressions, **730k+** Channel Views, **5,020** Subscribers, **6.5%** CTR
- **Freelance and Event Photographer, The Temple News (Philadelphia, PA)** Sep 2019 – April 2023
  - Photographed events/individuals for news stories published online/in print for The Temple News
  - Attended weekly photo team meetings with editors to be assigned stories and receive critical feedback
  - Coordinated sessions with reporter and involved parties