

ISAAC SCHEIN

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EDUCATION

Temple University, Klein College of Media and Communication

Expected Graduation: May, 2023

GPA: 3.84 ---- Senior

B.A. in Advertising, Brand Strategy and Research

Minor, Music Studies

SKILLS

Microsoft Suite (SharePoint, Office, Excel, PowerPoint, Outlook)

Adobe (Photoshop, Lightroom, Illustrator, Premiere Pro)

Website Software (WiX, SquareSpace)

YouTube Creative Studio

Music (Logic Pro X, Sibelius, MuseScore)

- Copywriting

- Social Media Best Practices

- Content Strategy

- Digital Photography

- Video Editing

WORK EXPERIENCE

- **Account Director, Diamond Edge Communications (Philadelphia, PA)** Aug 2022 – Present
 - Managed 5-Member Team; ensured proper assignment & completion of tasks, created meeting agendas, reports for client
 - Handled primary communication w/client, improved practices through content strategy recommendations
 - Spearheaded the complete redesign of bridges2030.com to secure a clear brand persona, increased volunteer and donations leads, & an enhanced user experience
 - Streamlined volunteer registration process & brand messaging through revamp of media channels, content strategy recommendations, and execution of social media posts
- **Events & Social Media Marketing Intern, Calix Inc. (Remote)** May 2022 – Aug 2022
 - Revamped CalixHQ YouTube Channel to further increase overall web presence and content rankings
 - Completed YT content worthiness audit: Edited 200+ pieces of content, reorganized playlists, and improved SEO
 - Presented strategy assessments to executive leadership, assisted w/ planning & posting social content
 - Enhanced social content request process through creation of a MS SharePoint intake form to meet needs of internal stakeholders
 - Wrote extensive copy for various social posts and mini-campaigns
 - 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
 - Assisted with preparing and passing entries for Clio Entertainment
 - Aided with marketing efforts for the Clio Music and Cannabis program including research, marketing campaigns support, and outreach to partners and prospects
- **Brand Strategist Intern, MKB 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
 - Maintains brand consistency through graphic and animated video elements
 - Builds relationships with other content creators producing similar content through collaborating on video production
 - **3.5M+** Impressions, **375k+** Channel Views, **3,026** Subscribers, **6.4%** CTR
- **Freelance and Event Photographer, The Temple News (Philadelphia, PA)** Sep 2019 - Present
 - Photographs events/individuals for news stories published online/in print for The Temple News
 - Attends weekly photo team meetings with editors to be assigned stories and receive critical feedback
 - Coordinates sessions with reporter and involved parties