

ISAAC SCHEIN

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EDUCATION

Temple University, Klein College of Media and Communication (Philadelphia, PA) Graduated: May, 2023
GPA: 3.85 | Bachelor of Arts in Advertising, Brand Strategy and Research | Minor, Music Studies

Honors & Awards: Klein College Department “Professional Promise” Award | National Student Advertising Competition 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
- Project Management (Trello, Slack)
- Music Software (MuseScore, Sibelius, Logic Pro X)
- Copywriting
- Account Management
- Content Strategy
- Digital Photography
- Video Editing
- Client Relationships
- Team Management
- Campaign Planning

WORK EXPERIENCE

- **Account Director, Diamond Edge Communications (Philadelphia, PA)** | Student-Run Agency Aug 2022 – May 2023
 - Client – Klein College | Senior Showcase Event**
 - Selected by Klein faculty to plan for and execute reverse job fair, Klein’s prestigious annual event to match students to employers
 - Oversaw a 5-member team develop a visual identity, student & employer marketing campaign, and website for reverse job fair
 - Responsible for planning, allocating funds, and monitoring a \$6,000 budget
 - Achieved 2nd highest student registration all time
 - Client – Bridges 2030**
 - Led a 5-member team streamline the volunteer & donation process, revamp social media presence, and prepare content strategy
 - Organized daily meetings between team and client as well as generated meeting agendas & reports
 - Spearheaded redesign of main website to secure a clear brand persona & 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 social content request process through creation of a MS SharePoint intake form to meet needs of internal 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
 - Assisted with preparing and passing entries for Clio Entertainment utilizing EMS software
 - 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
 - **4.8M+** Impressions, **505k+** Channel Views, **3,730** Subscribers, **6.7%** 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