+1 (413) 530-2025 | isaacschein@gmail.com | linkedin.com/in/isaacschein

Isaac Schein

Versatile digital marketer with experience developing and executing integrated marketing campaigns. Skilled at identifying customer journey/content gaps, building scalable, repeatable content systems, and translating organizational goals into initiatives and measurable results.

EXPERIENCE

Marketing Coordinator, LGA, LLP
Apr 2024 to Jun 2026 • Woburn, MA
Modernized the firm's digital presence by relaunching its website and intranet, publishing 120+ content projects, and improving Google search position from **32.7 to 8.9**. Built email marketing infrastructure, reaching 15,000+ subscribers with **32%+** open rates. Increased LinkedIn engagement to **28%** through 400+ branded graphics, copywriting, video, scalable templates, etc. Efforts extended into business development, event production, and enterprise operations, strengthening brand consistency and engagement across the organization.

Content Creator/Freelance Video Editor, YouTube
May 2020 to Apr 2024 • Remote
Engaged and grew a subscriber base through video production and community-driven content. Built partnerships with game studios and content creators and established a recognizable personal brand through graphic design, animated video elements, and compelling copywriting.

Account Director, Diamond Edge Communications
Aug 2022 to May 2023 • Philadelphia, PA
Led two client marketing projects, managing six-member teams to develop websites, brand identities, and integrated campaigns. Produced Klein College's Senior Showcase with a $6,000 budget, achieving the **second-highest student registration** in program history, and supported Bridges 2030's growth.

INTERNSHIPS

Events & Social Media Marketing Intern, Calix
May 2022 to Aug 2022 • Remote
Launched behind the scenes social media campaign: Impr. (+183%), Likes (+195%), CTR (+18%), Clicks (+1986%)

Brand Strategy Intern, MBK Marketing, 6/21 – 8/21
Program Development Intern, The Clio Awards, 6/21 – 8/21

SOFTWARE & SKILLS

Microsoft Entra, Microsoft SharePoint, HubSpot, WordPress, Exclaimer, Canva, Lightroom, Photoshop, Adobe Premiere Pro, CapCut, IG EDITS, Riverside, Google Search Console, Google Analytics, SEMrush...

- Customer journey analysis & SEO
- Buyer persona & internal copywriting
- Email marketing & HubSpot automations
- Landing/web page front-end design
- Graphic design, photography, video editing
- Marketing ops & administrative support

ACCOLADES

"Professional Promise" Dapper Award
"...displayed talent, poise, and personal development that transcended the classroom and represented what it takes to be a professional." - Klein College

Klein College's Dean's List (4 Semesters)
Klein College Senior Showcase Director
NSAC "Best Insights & Innovation"
LHS "Excellence in Music Composition"

EDUCATION

Temple University, Klein College of Media and Communication • Philadelphia, PA

B.A. in Advertising, Brand Strategy & Research
Minor, Music Studies

GPA: 3.85 | Graduated May 2023

Student Activity
Freelance Photographer, The Temple News
Sep 2019 to Apr 2023 • Philadelphia, PA