

# ISAAC SCHEIN

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## EDUCATION

Temple University, Klein College of Media and Communication (Philadelphia, PA)  
GPA: 3.84 | Bachelor of Arts in Advertising, Brand Strategy and Research | Minor, Music Studies

Expected Graduation: May, 2023

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## SKILLS

Microsoft 365 (SharePoint, Teams, Office, Excel, PowerPoint, Outlook)	- Copywriting
Adobe Creative Suite (Photoshop, Lightroom, Premiere Pro)	- Account Management
Website Software (WiX, SquareSpace)	- Content Strategy
YouTube Creative Studio	- Digital Photography
Music (Logic Pro X, Sibelius, MuseScore)	- Video Editing

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## WORK EXPERIENCE

- Account Director, Diamond Edge Communications (Philadelphia, PA) | Student-Run Agency Aug 2022 – Present
  - 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
    - Oversee 5-member team developing visual identity, student & employer marketing campaign, and website for reverse job fair
    - Responsible for planning, allocating funds, and monitoring a \$6,000 budget
    - Manage communication between agency and Klein faculty to ensure client’s needs are met
  - Client – Bridges 2030
    - Oversaw 5-member team to revamp social media, streamline volunteer & donation processes, 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 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, & 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

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## 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
  - 4.3M+ Impressions, 459k+ Channel Views, 3,406 Subscribers, 6.7% 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