George Schober

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EDUCATION

Michigan State University | East Lansing, Michigan   Expected Graduation: May 2020
College of Engineering   GPA 3.78/4.0
Major: Computer Science | Minor: Game Design and Development

PROFESSIONAL EXPERIENCE

Rise Interactive – Chicago, IL

Internet Marketing Intern/Internet Marketing Associate   May 2018-Present

- Created 15+ campaigns for 10+ clients and aided in post launch management
- Demonstrated comprehensive understanding of programmatic marketing in presentation to 200+ employees
- Vetted Google Data Studio's viability for data analysis by identifying strengths and weaknesses
- Leveraged JavaScript to automate social media post creation, media plan creation, and master file creation within Google Sheets
- Built campaign automation tool that reduced time spent on campaign creation by half on average
- Developed campaign management tool that increased the speed of the budget update process by 32x
- Defined new bulk upload process and supervised training of Social team within the platform

V3 Companies – Woodridge, IL

Field Technician   May 2017-June 2017

- Coordinated with multiple teams to manage invasive species and applied experience to family property in Wisconsin
- Study effects of invasive species and consequences when left unchecked.
- Studied how to plan and coordinate an efficient work site

EXTRA-CURRICULAR EXPERIENCE

Michigan State University Water Ski and Wake Club   September 2017-Present
Fundraising/Sponsorship chair

- Raised over $12,000 by planning monthly events at local businesses and initiating outreach with industry specific partners as well as alumni

benevolent   November 2018
Team Lead/Programmer/Designer

- Worked on and lead the development of benevolent, a puzzle game created by a team of six people.
- Designed a wrote code for three of the 4 different types of puzzles you come across, as well as all code involved in UI and the core gameplay loop.
- benevolent was awarded most innovative by the MSU Game Design review committee.

SKILLS

C/C++ object-oriented programing and dynamic allocation of memory, Python, C#, JavaScript. Excel, Adobe Photoshop and Illustrator, Google AdWords certified, Connex Analytics certified, DoubleClick Campaign Manager and Display & Video 360

INTERESTS

Waterskiing, graphic design, game development and design