# **George Schober** 315 N Pine Ave • Arlington Heights, IL • 60004 (847) 508-2826 • schober6@msu.edu

# **EDUCATION**

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| **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