

Isaiah Cotton

Project Management

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EDUCATION

Southern Illinois University of Carbondale,
Cinema & Cinematography

2014 – 2017 | Carbondale, United States

Neuqua Valley Highschool

- 3.7 GPA, 26 ACT Score

2010 – 2014 | Naperville, United States

PROFESSIONAL EXPERIENCE

California State University of Los Angeles, Adobe Specialist

2023 – present | Los Angeles, United States

- Implement and manage electronic signature solutions across various departments.
- Collaborate with department leads to ensure compliance with legal requirements.
- Troubleshoot technical issues and provide training and support to staff members.
- Design and create customized e-signature templates reflecting the university's branding guidelines.

Northern Decor Event Design, Marketing Consultation

2019 – present | Chicago, United States

- Drove production of marketing materials, ensuring all creative development is on brand, delivered on time, and on budget.
- Exhibited ability to balance long-term visioning with immediate needs.
- Collaborated with cross-functional teams to develop marketing strategies and campaigns.
- Helped write teasers, guest scripts, edited video, and posted video to the website.
- Assisted in managing social media accounts and engaging with the audience.
- Conducted market research and competitor analysis to identify opportunities for growth and innovation.
- Provided technical support and training to users, resolving issues and answering inquiries related to e-signature software.

Daily Egyptian News, News Journalist

2014 – 2017 | Carbondale, United States

- Wrote stories for broadcast across all platforms, including the website and other platforms.
- Interacted with viewers and users on social media sites.
- Wrote and ordered news stories and guest scripts.
- Edited video and collaborated with talent to balance news and feature content to create compelling entertainment blocks.
- Demonstrated flexibility to work any shift and meet tight deadlines.
- Conducted thorough research to gather accurate information for news articles.
- Implemented and configured e-signature software solutions to optimize document workflows and ensure compliance.

SKILLS

Proficient in Adobe Creative Suite

Adobe Sign, Adobe Photoshop, etc

Implementation & Configuration

7 years of experience in graphic design

Ability to work in a fast-paced, changing, and challenging environment.

Ability to use initiative and independent judgment appropriately.

• **Entrepreneurial spirit to help us shape our growth initiatives and company**

• **Expert communication, presentation, and material preparation skills required**

• **Familiarity with the following techniques: SEO, SEM, DSPs, social, paid, and community/influencer development, word of mouth, email marketing, traditional out of home, web, programmatic display, etc**

Technical Troubleshooting

Workflow Optimization

Strong communication, conceptual thinking, typography skills and design skills

Ability to listen well and communicate effectively orally and in writing with various audiences.

• **A passion for building, bringing to market, and scaling products and services**

• **Ability to think strategically and creatively: analyze, synthesize, recommend and take actions**

• **A passion for growth marketing and driving customer adoption**

Compliance & Security

INTERESTS

NFT Community Moderator *(As a NFT community moderator, I have strong communication and interpersonal skills. I am able to handle and resolve conflicts in a professional and diplomatic manner. I am knowledgeable about the NFT industry and the cryptocurrency space, and I can explain complex concepts in simple terms. I am able to work independently and prioritize tasks effectively. I also have a passion for NFTs and am always staying up to date with the latest developments and trends in the community.)*

Event Curator *(As an event curator, I have excellent organizational and time-management skills to plan and execute events seamlessly. I have strong communication skills, both written and verbal, to effectively communicate with stakeholders, vendors, and attendees. I have a creative eye for detail, and I am able to think outside the box to create unique and memorable experiences. My ability to handle stress and think on my feet allows me to handle unexpected issues and find quick solutions. I am also a team player and enjoy collaborating with others to bring an event to life.)*

Content Creator *(As a content creator, I have excellent writing skills, creativity, and an ability to think outside the box. I have a passion for storytelling and a knack for creating engaging and entertaining content. I am well-versed in various social media platforms and know how to craft content that resonates with different target audiences. I have strong organizational skills and the ability to multitask, as well as the ability to work efficiently under tight deadlines. I am also able to pivot and adjust my content strategy at a moment's notice, making me a versatile and valuable asset to any creative team.)*

AWARDS

Best Short Film, CTEC

"Summer of Us"

2014

Best News Short, CTEC

"The Mane"

2014

Best News Short, Daily Egyptian

"Blackout Cancer Football Game"

2015