



LEE ISAACSON

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30811 Boewe Dr., Warren, MI 48092

I have recently completed my degree in Advertising Management with a Specialization in Design at Michigan State University.

I am searching for full-time employment in digital marketing beginning September 4, 2017.

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing MI

Bachelor of Arts

Advertising Major, Management and Media Concentration

Specialization in Design

GPA: 3.6

EXPERIENCE

WEB ASCENDER, Okemos MI

May 2016–Current

Internet Marketing Intern

Used inbound marketing strategies to promote client websites and services, converted website visitors into leads, and built digital brands.

Wrote and optimized both on-site content and blog posts, set up landing pages and calls to action. Created marketing reports in Google Data Studio.

MSU CULINARY SERVICES, East Lansing MI

September 2014–April 2016

Student Cook

Trained and built teams of student workers. Served as an intermediary between head chefs and lower-level kitchen workers.

DTN MANAGEMENT CO, East Lansing MI

September 2015–April 2016

Resident Manager

Communicated with property residents, property managers, and maintenance staff to maintain properties.

SKILLS

Adobe Creative Suite

Microsoft Office Suite

MailChimp

Final Cut Pro

HubSpot, WordPress, and DotNetNuke Content Management Systems

Copy Writing and Web Content Creation

Graphic Design, Digital Photography

Inbound Marketing Campaign Development