

**LEE ISAACSON**

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911 E Grand River, Apt 301. East Lansing, MI 48823

I am a senior at Michigan State and I am currently finishing my degree in Advertising Management with a Specialization in Design.

I hope to find an internship or fulltime employment in digital marketing after my graduation in May of 2017.

EDUCATION

MICHIGAN STATE UNIVERSITY, East Lansing MI

Bachelor of Arts, Expected May 2017

Advertising Major, Management and Media Concentration

Specialization in Design

Current GPA: 3.6

EXPERIENCE

WEB ASCENDER, Okemos MI

May 2016–Current

Internet Marketing Intern

Use inbound marketing strategies to promote client websites and services, convert website visitors into leads, and build digital brands.

Write and optimize content and blog posts, setup landing pages and calls to action. Create email marketing plans and materials.

MSU CULINARY SERVICES, East Lansing MI

September 2014–April 2016

Student Cook

Train and build a team of student workers. Run a fast-paced venue.

Work beneath a full time chef and supervise a small team of student workers.

DTN MANAGEMENT CO, East Lansing MI

September 2015–April 2016

Resident Manager

Communicate between DTN Residents, Property Manager, Maintenance Supervisor, and other DTN staff to maintain buildings and monitor 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