



## LEE ISAACSON

isaacsonlee@gmail.com  
(586) 506-5525  
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