

Jacob Fishman

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CREATIVE, COLLABORATIVE, AND RESOURCEFUL EARLY CAREER MARKETING PROFESSIONAL skilled at creating multi-channel marketing campaigns including graphics, videos, display advertising and other assets distributed through email, direct mail, social media, ecommerce, web, events, and trade shows to build brand awareness, engage B2B partnerships, and acquire and retain customers.

SKILLS

- Brand storytelling
- B2B & B2C marketing campaigns
- Multichannel marketing
- Google Ads
- Meta Ads
- SEO
- Voice of customer (VOC)
- Content planning
- Creative execution
- Brand strategy
- Social media marketing
- Influencer marketing
- Event marketing
- Email marketing
- Digital asset creation
- Physical asset creation
- Graphic design
- Mailers
- Problem solving
- Effective communication
- Stakeholder alignment
- Continuous improvement

TECHNICAL SKILLS

- Google Analytics Certified
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effect
- Final Cut Pro
- MS Office | PowerPoint

EDUCATION

Masters, Integrated Marketing May 2026
New York University, NY, NY
GPA 3.6

B.A. Communications May 2024
Minor, Marketing
American University, Washington D.C.
GPA 3.7

EXPERIENCE

BEAUTY PR INTERN

9/2025 – Present

Infinity Creative Agency, New York, NY

- **Influencer Marketing:** Researched media and influencer targets, drafted outreach materials, tracked campaign coverage, and coordinated event initiatives.
- **Media Relations:** Coordinated event logistics, competitive research, and provided reporting decks across peer, influencer, and event teams.

SOCIAL MEDIA MANNAGER

9/2024 – Present

Camp YJ, New York, NY

- **Social Media Brand Refresh:** Lead rebranding strategy for social media platforms, including Instagram, Facebook, TikTok, and X, creating 3+ posts per week to drive overall awareness of the camp and amplify engagement among campers, resulting in 1M+ views in seven weeks and increasing early registrations by 67%.
- **Content Planning:** Collaborate closely with the Camp Executives to strategize and execute a content plan, including social media posts, fundraising emails, GIPHY branding, and holiday campaigns.

DIGITAL MARKETING INTERN

6/2025 – 8/2025

Tribal Vision, New York, NY / Boston, MA

- **Digital Campaigns:** Created engaging digital and billboard campaign content with consistent cross channel messaging for multiple brand accounts.

DIGITAL MARKETING AMBASSADOR

9/2023 – 5/2024

Israel21c, Washington, DC.

- **Multi-media Campaigns:** Created and executed innovative marketing campaigns on apolitical topics including business, healthcare, technology, culture, sustainability, and travel resources, to engage college students across North America.
- **Digital Content Creation:** Awarded Digital Ambassador of the Month in November 2023 for developing and creating digital content on social channels which promotes Israel's positive image to unify, create space, engage, and initiate conversation.

MARKETING SPECIALIST *(promoted)*

5/2021 – 8/2024

Sr. Marketing Intern *(promoted)*

5/2023 – 8/2023

Marketing Intern

5/2021 – 8/2021

NES Group, Mansfield, MA

- **Graphic Design:** Created graphics, videos, and physical assets including a 6-sided pop-up cube to advertise the unification of multiple corporate divisions, a double-sided mailer advertising digital banking, and a year of social media posts.
- **Integrated Marketing:** Developed and executed B2C campaign, including mailers, social posts, and events to market the company's 50th year in business.

DIGITAL MARKETING INTERN

6/2023 – 9/2023

Sip Channé, Hamptons, NY

- **Event Marketing:** Collaborated with the CEO to strategize, promote, and execute product showcase events and digital marketing campaigns including a TikTok relaunch, increasing customer engagement and acquisition by 20%.
- **Brand Strategy:** Partnered with leadership on brand strategy for campaigns which highlighted and distinguished product's unique attributes in a crowded wine market.