

# Jacob Fishman

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**CREATIVE, COLLABORATIVE, AND RESOURCEFUL 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 customers.

## SKILLS

- Brand storytelling
- B2B & B2C marketing campaigns
- Multichannel marketing
- Google Ads
- Meta Ads
- SEO
- Voice of customer (VOC)
- Content strategy and 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

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

**AI Essentials for Business** Feb 2026  
Certificate, Harvard Business School

## EXPERIENCE

### SOCIAL MEDIA COORDINATOR

9/2024 – Present

Camp YJ, New York, NY

- **Social Media Brand Refresh:** Lead digital rebranding strategy for social media platforms, including Instagram, Facebook, TikTok, and X, creating 3+ targeted posts per week to drive overall awareness and amplify engagement among campers, resulting in 1M+ views in seven weeks and increasing early registrations by 67%.
- **Content Strategy:** 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 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

- **Asset Creation:** 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 Campaigns:** Developed and executed B2C campaigns, including mailers, social posts, and events to market the company's 50<sup>th</sup> year in business.

## ADDITIONAL MARKETING INTERNSHIP EXPERIENCE

### Infinity Creative Agency, New York, NY

9/2025 – Present

- **Focus/Skills:** Influencer Marketing, Media Relations, Competitive Research, Campaign Reporting

### Tribal Vision, New York, NY / Boston, MA

6/2025 – 8/2025

- **Focus/Skills:** Digital and Billboard Campaigns, Multi-channel Messaging

### Sip Channé, Hamptons, NY

6/2023 – 9/2023

- **Focus/Skills:** Event Marketing, Brand Strategy

### For the Fans, Woburn MA

6/2022 – 8/2022

- **Focus/Skills:** Social Media Video and Post Creation, Social Media Reporting

### Triad Advertising, Canton, MA

6/2022 – 7/2022

- **Focus/Skills:** Marketing Asset Creation, Brand Strategy