

Jacob Fishman

jacobsfishman02@gmail.com • 617-833-0081 • [LinkedIn](#) • [Portfolio](#)

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 customers.

SKILLS

- Brand storytelling
- B2B & B2C marketing campaigns
- Multichannel marketing
- Creative Storytelling
- Social media marketing
- Content planning
- Creative execution
- Brand strategy
- Event 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 2024 - 2026
New York University, NY, NY

B.A. Communications Film & Media Arts
Minor, Marketing 2020 - 2024
American University, Washington D.C.

EXPERIENCE

SOCIAL MEDIA COORDINATOR

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 a minimum of three posts per week to drive overall awareness of the camp and amplify engagement among campers, increasing early registrations by 50%.
- **Content Planning:** Collaborate closely with the Camp Director and Executive Board to strategize and execute a content plan, including social media posts, fundraising emails, GIPHY branding, and holiday marketing campaigns.

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 holiday 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 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.

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.

Marketing Intern

6/2022 - 8/2022

For the Fans, Woburn MA

- **Social Media Video Creation:** Produced condensed highlight clips of lacrosse games and interviews for the Lax Sports Now to advertise upcoming events and episodes for social media channels.

Marketing Intern

6/2022 - 7/2022

Triad Advertising, Canton, MA

- **Marketing Asset Creation:** Created assets focused on the transition of ownership.
- **Brand Strategy:** Brainstormed new branding for the company to improve the brand's image and increase stakeholder engagement.