

Isaac M. Ambrose

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PROFESSIONAL EXPERIENCE

National Heritage Academies, Grand Rapids, MI

January 2025 – Current

Video Production Specialist

- Create and manage video content for NHA's marketing purposes
- Conduct weekly content meetings with relevant departments for their video needs
- Manage video studio including livestreaming, running equipment and overseeing production
- Travel to NHA schools to capture video on location for promotional purposes

Illini Inquirer, Champaign, IL

June 2023 – January 2025

Content Manager/Social Media Manager/Podcast Producer

- Create content/manage all social media strategy efforts, *Facebook, Instagram, YouTube, Threads, X*
- Produce weekly podcast breaking down Illinois Athletics
- “Remembering Dick Butkus Social Post” - 1,000,000+ reach, 50,000+ engagements

Illinois Mutual, Peoria, IL

June 2023 – June 2024

Digital Marketing Manager/Social Media Manager

- Create content/manage all organic and paid social media, *Facebook, Instagram, YouTube, Twitter, LinkedIn*
- Brand listening through Semrush and Google Analytics
- Manage Annual Report campaign highlighting company accomplishments each year
- SEO management for Annual Report website; Copyright press releases for company through Cision
- Design and track results for email marketing campaigns through Mailchimp

University of Illinois, Champaign-Urbana, IL

May 2022 – June 2023

Division of Intercollegiate Athletics Social Media Coordinator

- Coordinated and managed social media sports accounts for official University of Illinois pages
- Worked collaboratively with members of creative team; managed social media interns
- Created and monitored social media schedules and calendars based on KPIs & analytics
- Developed social media content for marketing and promotional purposes using Adobe products
- Timely in-game posting across *Twitter, Instagram, Tik Tok, and Facebook*

Rector Construction, Champaign-Urbana, IL

January 2021 – April 2022

Communications Specialist/Social Media Manager

- Created content including graphic design and video editing, managed all social media platforms, *Facebook, Instagram, YouTube, Tik Tok, LinkedIn*
- Scheduled social media posts and content creation sessions with clients/employees, update the company website
- Managed all internal/external communication, maintained accounts/relationships

ESPN CU 93.5 Sports Radio, Champaign-Urbana, IL

May 2019 – April 2022

Production Assistant

- Provided creative input, managed social media, and assisted with on-air production of *The Drive* with Lon Tay and Derek Piper

EDUCATION

Olivet Nazarene University (ONU), Bourbonnais, IL

Diploma Conferred: May 2020

- Bachelor of Science - Multimedia Communications with a Minor in Marketing
- McGraw School of Business *More Than a Major* Podcast creator/Student Marketing Assistant

2019-2020

PERSONAL, APPLICABLE SKILLS

- Positive work ethic, team player, goal oriented, punctual, and excellent customer service skills
- Competent understanding and expertise in multiple social media platforms, experience with Hootsuite
- In depth experience with Adobe Creative Suite, proficient also in Microsoft Office and Google Suite
- Self-motivated, strong communication skills, honest, flexible, willingness to learn