

# Isaac M. Ambrose

isaacambrose21@gmail.com | 616.881.6677  
isaacambrose21.wixsite.com/website

## 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