

# Izaiah Hooper

# Digital Marketer



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## SKILLS

- Social Media Platform Knowledge
- Digital Campaign Plan Writing
- Design Fundamentals
- Adobe Creative Cloud
- Event planning and execution
- Branding Fundamentals
- Adobe Audition, Adobe Premiere, and Adobe After Effects
- Filming and Editing
- Basic foundations of marketing
- Marketing Strategies in Design

## REFERENCES

Laurie Boettcher  
Educator  
Chippewa Valley Technical College  
[lboettcher@cvtc.edu](mailto:lboettcher@cvtc.edu)  
715-833-6390

Mike Shoultz  
Owner  
Eau Claire Vintage  
[mike@ecvintage.com](mailto:mike@ecvintage.com)  
612-244-8962

Nikki Jean  
Head of HR  
Rhymesayers Entertainment  
[nikki@rhymesayers.com](mailto:nikki@rhymesayers.com)  
917-749-3205

## EDUCATION

**Associate of Applied Science Degree in Digital Marketing**  
*Emphasis in Digital Marketing Strategies and Audio/Visual Design*  
Chippewa Valley Technical College • May 2026

## CERTIFICATIONS

Blueprint Advertising Fundamentals  
*Meta • January 2026*

Fundamentals of A Google Ads Display Campaign  
*Google • January 2026*

Hubspot Content Marketing Certification  
*Hubspot • April 2026*

## PROFESSIONAL PRACTICUM

### Advertising Campaign for Sweet Boba House

Met with the client to determine wants and needs. Created a campaign including an executive summary, campaign objectives, target market, promotional mix, media plan, budget, schedule of events and media, and a statement of benefits to reflect the client's brand and appeal to the target market. Presented the campaign and its elements to the client in a report and live presentation.

### Marketing and Brand Development for Graham Jams

Founded and managed an independent music brand, focusing on marketing strategy and audience growth. Developed and executed promotional campaigns, including branding, content creation, and release planning. Analyzed audience engagement and adjusted strategies to increase reach and brand visibility.

## EMPLOYMENT HISTORY

### Sales & Marketing Associate

Eau Claire Vintage  
July 2023 - February 2026  
Eau Claire, WI

- Managed daily operations of Eau Claire Vintage
- Oversaw in-store sales and social media presence
- Delivered a positive customer experience
- Managed inventory on the online ecommerce store

### Marketing Intern

Rhyme Sayers Entertainment  
June 2025 - August 2025  
Minneapolis, MN

- Assisted with social media strategy
- Created SOPs and visual assets
- Attended staff meetings and documented company operations
- Analyzed archival photos of artist and created spreadsheets to organize and locate them efficiently.