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Jade Lichtenstein

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creative
strategy



educa- tion

Florida State University
Tallahassee, FL

05/25

Bachelor of Science in
**Commercial
Entrepreneurship**
May 2025

Macroeconomics,
Microeconomics, Statistics,
New Product Development
Made in Italy: Fashion
Sustainability
(Florence, Italy)

05/26

Bachelor of Arts in
Advertising
May 2026

Principles of Advertising,
Advertising Strategy

experi- ence

12/23

FSU Ambassador

Florida State University
Visitor's Center
Tallahassee, FL
Dec. 2023 - present

- Tour Guide to prospective students and alumni
- Organizes schedules and answers visitor's calls and emails
- Recruitment and Hiring team- review applications and facilitate and lead group interviews for the 2025 training class

23-24

Diversity, Equity, Belonging and Inclusion Chair

FSU Delta Zeta Sorority
Tallahassee, FL
2023-2024

- Creates sorority and community events to engage/ educate women about DEI issues
- Writes weekly columns concerning a DEI issue to post on Delta Zeta online journal

08/24

Photoshoot Team

Strike Magazine
Tallahassee, FL
Aug. 2024 - Present

- Pitches photoshoot concepts for print issues
- Plans and organizes photoshoots- styling, location, concept

experi- ence

05/23

Management Intern

ECHO Fine Properties
Palm Beach Gardens, FL
May-July 2023

- Rotate through all aspects of the company, assigned Zillow leads and back end work, shadowed showings and open houses

5/20

Social Media Assistant

ECHO Fine Properties
Palm Beach Gardens, FL
May 2020-present

- Created social media graphics promoting houses on the market and new agents

21-22

Managing Editor

Seeds Literary and Arts Magazine
Dreyfoos
2021-2022

- Managed 30-person staff; developed new, efficient workflow system modeled on Monday; gave grades
- Assigned tasks in cycles; managed Instagram Student Spotlights; increased engagement/followers by 40%



skills + strengths

Professional

Marketing, Communications, AI
Product Development, Team Management
Project Management, Fashion Marketing
Luxury Brands

Technical

Basecamp, HootSuite, Monday workflow, SNO
FLOW, Canva, Adobe Premiere,
In Design, Analytics and social media management
on Instagram, FB, Twitter, Excel, PowerPoint

Language

English (fluent), Spanish (Basic)

