

jade

Jade Lichtenstein

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Portfolio: jadelichtenstein.com

creative
strategy



education

Florida State University

Tallahassee, FL

05/25

**Bachelor of Science in
Commercial
Entrepreneurship**

December 2025

New Product Development,
Entrepreneurial Strategy
Made in Italy: Fashion
Sustainability
(Florence, Italy)

05/26

**Bachelor of Arts in
Advertising**

May 2026

Arrowhead Advertising Team,
Advertising Strategy, Multiculture
Marketing, Media Planning

experiece

FSU 12/23 Ambassador

Florida State University
Visitor Center
Tallahassee, FL
Dec. 2023 - Present

- Tour Guide to prospective students and alumni
- Organizes schedules and answers visitors' calls and emails
- Recruitment and Hiring Team- review applications and facilitate and lead group interviews for the 2025 training class
- Trainer- teach trainees the physical tour route and assist in fine-tuning their content

06/25-08/25

Zimmerman Intern

Zimmerman Advertising
Fort Lauderdale, FL
June 2025-August 2025

- Rotated through all agency departments to gain a holistic understanding of operations
- Participated in a 10-week, full-scale 360 campaign and client pitch for Diamonds Direct
- Completed a 2-week, intensive 360 campaign and client pitch for the Horatio Alger Association

Photoshoot Team 08/24

Strike Magazine
Tallahassee, FL
Aug. 2024 - Present

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

experiece

Management Intern

05/23

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

- Worked hands-on and exposed to all aspects of a 500-million-dollar real estate brokerage
- Rotated through each company department and participated in tasks including interviewing, onboarding, training, sales, lead generation, listing presentations, open house, marketing, advertising, website development, SEO, creative, public relations, social media, accounting, budgeting, and legal
- Gained a full understanding of how all aspects of a business operate, intertwine, collaborate and the challenges it faces from multiple perspectives

Managing Editor

21-22

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%

20-23

Social Media Assistant

ECHO Fine Properties
Palm Beach Gardens, FL
May 2020-2023

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

skills+ strengths

Professional

Strategy, Creative, Collaboration, Concept Ideation, Advertising, Communications, Public Speaking, Sales, AI, Team Management, Project Management, Customer Service, 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)