

iaade

Jade Lichtenstein

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creative
strategy



education

Florida State University

Tallahassee, FL

05/26

Bachelor of Science in
**Commercial
Entrepreneurship**

May 2026

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

experience

01/26

Creator Partnerships Intern

Answers AI

Remote

Jan. 2026- Present

- Sourced and outreached to 150+ creators weekly to expand partnership pipeline
- Developed a 15-week collegiate creator strategy targeting high-engagement U.S. universities
- Evaluated schools and creators based on brand fit, engagement metrics, and content quality
- Built and managed creator relationships to facilitate brand partnerships

06/25

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

12/23

FSU 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

experience

05/23

Management Intern

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

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%

24-25

Photoshoot Team

Strike Magazine
Tallahassee, FL
Aug. 2024 - Dec. 2025

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

leadership

08/25

Non-Traditional Research Director

Florida State University Arrowhead
Advertising
Tallahassee, FL
Aug. 2025-Jan. 2026

- Led a 5 person team through research for the NFL
- Interviewed over 10+ experts in social work, specializing in low income children
- Created and contributed the strategy for campaign and direction for creatives

25-26

Vice President

Florida State University Advertising Club
Tallahassee, FL
Jan. 2025-Jan. 2026

- Coordinated a 3 day trip to New York City for 20+ students
- Contacted and arranged presentations for 6+ agencies, like Mother, Ogilvy, New York Times, and more
- Led bi-weekly workshops and taught members about different departments
- Contacted and coordinated local Tallahassee agencies for group tours and networking events to over 200+ members

skills+ strengths

Professional

Strategy, Creative Strategy, Concept Ideation, Social Media, Influencer Marketing, Public Speaking, Sales, Collaboration, Team Management, Customer Service

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)

