Isaac Edwards

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LinkedIn / Portfolio

EDUCATION

Appalachian State University, Boone, NC
Bachelor of Science in Business May 2027

- Major: Digital Marketing
- Minor: Psychology

Relevant Certifications

- HubSpot Digital Marketing, Google Analytics, Google AI Essentials, AI For Everyone (DeepLearning.AI), Excel MOS and Microsoft Office

SOCIAL MEDIA & CONTENT EXPERIENCE

Lambda Chi Alpha Fraternity, Boone, NC January 2025 – Present
Philanthropy Chair, Executive Board Member; Chapter Instagram Manager

- Ran the chapter's Instagram strategy and content calendar, reaching 14,878 accounts and 122,404 views in 90 days (Aug–Sep 2026), with 69.9% of views from non-followers.
- Built a four-pillar content plan (community, achievement, recruitment, branding), wrote on-brand captions, and used Instagram Insights to refine posts; recruitment and achievement content performed best.
- Coordinated multi-organization philanthropy events, leading planning, logistics, and partnership outreach that raised over $5,000 in donations.
- Built an AI Telegram bot (Make.com + OpenAI) that sorts officer updates into 6 types and auto-writes the weekly newsletter and slide deck; 12 officers registered.

Mountain Dog Coffee Social Media Campaign (Class Project) February 2026

- Audited a local coffee brand's Instagram and charted its engagement-rate history, finding inconsistent performance around a ~5% average.
- Built a brand identity, two audience personas, and a content calendar with content pillars and success metrics for each post, plus feed graphics and a short-form video.

WORK EXPERIENCE

Jersey Mike's, Raleigh/Boone, NC August 2021 – November 2025
Shift Leader

- Led a team of up to 8 associates, building shift workflows and delegating tasks by strength to keep store operations efficient during peak volume.
- Ran daily operations for an average of 150+ customers, finding the root cause of service bottlenecks and adjusting staffing and task flow to keep service fast and consistent.

Beech Mountain Resort, Banner Elk, NC December 2025 – March 2026
Bartender

- Grew bar revenue through targeted upselling of premium beverages and tailored recommendations, raising average transaction value in a high-volume resort.
- Redesigned the bar workflow by restructuring order sequencing, increasing output by 25%+ during peak hours while holding consistency and quality across every drink.

SKILLS

- **Social & Content:** Social Media Strategy, Content Calendars, Copywriting & Captions, Brand Voice, Short-Form Video (Reels, TikTok), Trend Research, Social Media Analytics
- **Tools:** Adobe Photoshop & Illustrator, Canva, CapCut, Instagram Insights, Google Analytics, Excel, HubSpot, Make.com, AI Workflow Automation