

# Michael Jobst

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## EDUCATION

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**Michigan State University, College of Arts and Letters** | East Lansing, MI  
**Bachelor of (Arts/Science), Creative Advertising** May 2026  
*Concentration on Art Direction, Minor in Graphic Design*  
*Dean's List*  
*International Education Abroad: Rome, Italy* Fall 2025

## RELATED EXPERIENCE

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### **BMW Group** | Woodcliff Lake, NJ

*Marketing Intern* June 2025 – August 2025

- Supported the US BMW brand marketing across the brand, digital and performance marketing teams.
- Assisted the team's efforts to enhance brand visibility and assisted on shoots for campaigns.
- Operated, managed and maintained key marketing assets.

### **Ecrú New York** | Fairlawn, NJ

*Creative Marketing Intern* May 2024 – July 2024

- Assisted in designing marketing materials such as flyers, banners, product packaging, and digital media.
- Collaborated with the marketing team to brainstorm and execute creative campaigns to promote hair care products.
- Ensured all marketing content aligned with the company's brand voice aesthetics and message.

### **Tamarack Day Camp** | Randolph, NJ

*Summer Camp Counselor* June 2023 – August 2024

- Supervised and ensured the safety of a group of 20 campers during daily activities for three summers.
- Provided guidance and support to campers developing social skill, conflict resolution strategies, and healthy teamwork habits.
- Planned and led engaging activities that promoted creativity, cooperation, and positive group dynamics.

## PROJECT EXPERIENCE

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### **BMW Group** | Woodcliff Lake, NJ

*Certified Pre-Owned Campaign* August 2025

- Assisted on the production of content series featuring Common, including tv and digital assets.
- Coordinated on site production logistics, including location scouting and product placement.

### **Michigan State University** | East Lansing, MI

*Integrated Campaigns* January 2026 – April 2026

- Developed a full-scale integrated advertising campaign by leading research, strategy and creative execution from brief to final pitch.
- Collaborated within a student "agency" team to analyze real client needs, translate insights into a cohesive brand and media strategy and present solutions to industry professionals.

## ACTIVITIES

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*Gamma Epsilon Tau, Member* January 2024 – May 2026  
*MSU Advertising Association, Member* January 2023 – May 2025

## ADDITIONAL INFORMATION

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**Skills:** Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Premiere, Firefly, Blender, Microsoft Office  
**Awards:** Bronze ADDY, Shortlisted for The D Show