

Michael Jobst

Portfolio-[MichaelJobst.com](https://www.michaeljobst.com) · <https://www.linkedin.com/in/michaelliamjobst/>

EDUCATION

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

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

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

Gamma Epsilon Tau, *Member*

January 2024 – May 2026

MSU Advertising Association, *Member*

January 2023 – May 2025

ADDITIONAL INFORMATION

Skills: Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Premiere, Firefly, Blender, Microsoft Office

Awards: Bronze ADDY, Shortlisted for The D Show