

Izzy Spiess (any pronouns)

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EDUCATION

Bachelor of Fine Arts, Acting

Minor in GLBT Studies

University of Minnesota-Twin Cities

College of Liberal Arts

Graduation: May 2026

GPA: 3.91

SUMMARY

Strategic and creative marketer with experience leading social media, event promotion, and brand engagement initiatives for university departments and arts organizations. Skilled in amplifying student voices, building community-centered campaigns, and converting online engagement into measurable results.

EXPERIENCE

UMN: Gender and Sexuality Center for Queer & Trans life

2024 - Current

Social Media Coordinator

- Created compelling social media and email content that aligned with the Center's identity.
- Scheduled, shared and managed independent projects based off Center's events.
- Re-vamped the Center's social media strategy to include student voice- increasing engagement.
- Communicated with business partners for events and collaboration.
- Worked in-person and remote for events, managing my own schedule.
- Created, promoted and managed large scale performance events for the Center.

UMN: University Relations + Marketing dept.

Summer 2024, 2025

Marketing and Event intern

- Co-ordinated, managed and staffed the UMN's presence at Twin Cities Pride and the MN State Fair: including organizing volunteer, social media and tabling efforts.
- Recruited, organized and communicated with student workers and exhibitors to staff the MN State Fair.
- Scheduled 40+ groups of exhibitors and 20+ staff throughout the fair. Independently headed projects and initiatives that spoke to the UMN's marketing goals and engagement across platforms.
- Worked cross-departmentally to ensure a smooth and effective communication.

An Alleged Theatre Company

Summer 2024

Social Media Manager

- Designed and executed a new social media strategy to increase engagement and audience retention to in-person events.
- Converted online engagement to ticket sales and higher audience numbers winning Audience Pick at the MN Fringe 2024.
- Created compelling visuals and copy for cross-channel promotion.

Fleeting Daze Literary Magazine

Social Media Manager

April - September 2024

- Created, edited, and managed social media posts on affiliated Instagram and TikTok accounts to grow the program.
- Developed promotional materials with specific goals and objectives in mind.
- Grew the brand and reach of the literary magazine.