

## PROFILE

I'm a creative storyteller with 3 summers of internship experience in marketing and branding. I've pitched marketing proposals to 2 major CEOs and co-produced a record-high engaging original social content series for YouTube with 1.2 million impressions

## CORE SKILLS

- Persuasive verbal, visual, and written communication
- Cross-functional project management
- Digital marketing analysis
- Branding strategy through consumer insights

## EDUCATION

### Dickinson College | Carlisle, PA

Bachelor of Arts, International Business and Management and Philosophy, 2017

- Courses in public speaking, persuasion, logic, entrepreneurship, managerial decision making, global marketing and brand management

### IAU College | Aix-en-Provence, France

- Conducted independent case studies on brand trajectory and marketing strategy. [vaughngooding.com/jagermeister](http://vaughngooding.com/jagermeister) 2015 - 2016

### Middlebury College | Lake Tahoe, CA

- Selected for entrepreneurship program to develop and pitch new marketing strategies at million dollar companies: [vaughngooding.com/projects](http://vaughngooding.com/projects) Summer 2015

## SKILLS

Excel regressions, Powerpoint decks, Adobe Suite, Mavenlink, Basecamp, project scoping, Salesforce (preparing for Adm 201 exam)

## SIDE HUSTLES

Part-time photographer, programmer-in-training, guacamole business owner, travel to 31 countries, founder of Dickinson College club basketball

## WORK EXPERIENCE

### The Happy Avocado (guacamole company) | Jamestown, RI

*Founder, 2015 - Present*

- Participate in entrepreneurship competition for \$4,000 capital funding, results in May 2017
- Reinvented 30-year-old guacamole preservation standard by reducing oxidation in packaging process
- Interviewed Fortune 500 R&D Director to create financial model, go-to-market strategy, and funding proposal

### Big Spaceship | Brooklyn, NY

*YouTube Account Intern, Summer 2016*

- Co-created, pitched and implemented original social content series for YouTube, resulting in record-high engagement of 19% and 1.2 million views
- Appointed to lead cross-functional team of copywriter, designer, and analyst
- Implemented tactics of project: narrating the effects of political internet culture in the 2016 election

### The Yacht Week | British Virgin Islands

*Photography Director, Summer 2016*

- Photographed detailed lifestyle campaign for the world's largest yachting event charter company
- Launched supplementary project to extend digital marketing influence; designed and executed it with instant implementation, resulting in 11% viral follower growth in under a week

### Peet's Coffee & Tea | Lake Tahoe, CA

*Brand Strategy Consultant, Summer 2015*

- Produced and presented 18-page rebranding deck to CEO Dave Burwick on marketing to millennials: [vaughngooding.com/peetscoffee](http://vaughngooding.com/peetscoffee)
- Awarded 1st-place team in consultation competition over 4 others

### 826 National (after school non-profit) | Lake Tahoe, CA

*UX Analyst, Summer 2015*

- Designed experience map to identify pain points in volunteer recruitment
- Conducted consumer research to create insight-driven team pitch to CEO Gerald Richards, resulting in 23% increase in volunteers over 6 months

### Blue Water Sailing | Newport, RI

*Marketing Analyst Intern, Summer 2014*

- Analyzed competitor marketing tactics, advertising trends, and competitive direction; direct report to CEO

### Castle Hill Inn | Newport, RI

*Server, Summer of 2013 & 2014*

- Fostered friendly and professional customer relations during fast-paced 13-hour-shifts
- Recorded highest net sales in one night (\$2,526) at world-renowned Relais & Chateaux property