

Esther E. Goodell

Marketer

CONTACT ME



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CERTIFICATIONS

- Certified Peer Educator (2018)
- AMA PCM ® Digital Marketing (2018)
- Google Ad Fundamentals (2019)
- Event Planning Foundations (2019)

SKILLS

- Microsoft Software including Excel, SharePoint, and Navision
- Google Applications, including Google Analytics
- Experience with multiple social media outlets
- Drupal, CoreMedia experience, and Adobe Experience Manager
- SPSS
- Adobe InDesign, Photoshop, and Illustrator
- Airtable

ACCOMPLISHMENTS

- Nordson BUILDS Scholar (2019)
- Delta Mu Delta Business Honors Fraternity (2018)
- Emerson Scholar (2018)
- Richland Bank Leadership Scholar (2017)
- Alpha Lambda Delta Honors Fraternity (2017)
- Ashland University Honors Program
- Dean's List (2016- 2019)

ACADEMIC BACKGROUND

Ashland University

Bachelor of Science in Business Administration | December 2019

- Marketing major
- Entrepreneurship minor
- Honors Program
- President of Campus Wellness Peer Educators
- Vice President of Eagle Entrepreneurs
- GPA: 3.8/4.0

PROFESSIONAL CAREER

Product Marketing Intern

OCLC | May 2019 - Present

- Writes customer member stories and other branded content
- Creates customer segment profiles, and testimonial guides
- Conducts competitive analysis resulting in the discovery of 8M stolen records
- Manages database for collateral inventory

Research Intern

NetVue Grant | August 2018 - December 2019

- Conducts research and analytics to evaluate program effectiveness

Marketing Intern

Lippert Ent. | October 2018 - May 2019

- Created new marketing brochures
- Designed email marketing campaigns resulting in over \$80,000 in sales
- Assigned attributes to product categories to allow easy customer searches

Digital Marketing Communications Intern

Therm-O-Disc / Emerson Electric | May 2018 - August 2018

- Conducted a competitive analysis of over 40 competitors
- Designed new marketing literature documents
- Updated website and tracked Google Analytics data

Marketing Intern

Bendon Publishing | February 2018 - May 2018

- Assisted the social media team with post creation and reports
- Performed competitive analysis focused on Amazon Marketplace

Executive Eagle Editor

Ashland University | December 2016 - May 2018

- Collected all stories, pictures, and information for newsletter
- Worked with faculty, students, and community members
- Converted the newsletter into a reader friendly digital magazine
- Created the first Year In Review for College of Business

Social Media Intern

Ashland University | September 2016 - May 2018

- Managed the College of Business' 5 social media accounts
- Organized events for over 500 guests

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REFERENCES



Dr. Khushwant Pittenger

Supervisor for the NetVue Grant Project
and the Executive Eagle Newsletter

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Christine Gfrer

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