

# GEORGY GOODWIN

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## ABOUT ME

I am a forward-thinking, creative professional who thrives in a fast-paced, collaborative environment. As I shift my creative focus and pursue a master's degree in interior design, I want to immerse myself in the industry and apply my talents. Through my experience working across departments and with high-profile clients, I have developed strong, transferable project-management and communication skills. These strengths, combined with my strong interpersonal skills, allow me to devise aesthetically appealing and innovative solutions for companies and clients alike.

## SKILLS

- Verbal, written and strategic communication skills
- Market and audience research
- Project management
- Problem solving
- SketchUp and AutoCAD
- Adobe Suite - Photoshop, Illustrator, InDesign
- Microsoft Outlook, Google Slides, Powerpoint, Excel
- Content Analysis and Google Analytics

## RELEVANT COURSES

- Design Process
- Visual Communication Studies I, 2, 3
- Building Codes & Systems
- Interior Design Studio A & B
- Products & Materials
- Light & Color
- Sustainable Environments & Practice

## EDUCATION

Current | Design Institute of San Diego |  
Master of Interior Design (MID)

2014 - 2018 | University of Oregon  
Bachelor's Degree | Advertising

## WORK HISTORY

### **Thrive Interiors & Design | February - Current - Part Time**

Interior Design Assistant

- Provide administrative and clerical support to Interior Designers.
- Prepare documents for client meeting
- To update client databases based on current and past projects
- Take phone calls with new and existing clients about our product lines and services
- Handle correspondence over email with vendors and new orders
- Create story boards bases on the projects needs
- Use softwares like AutoCAD and SketchUp to create mockups and renderings
- Work the show room to sell in-stock items

### **AKQA / Essence Global | November 2020 - October 2021**

*Associate Media Planner: Clients - Discord, Jiffy Lube Inc.*

- Crafted innovative and programmatic plans for leading companies including Jiffy Lube, Discord and Gap
- Developed digital media recommendations and build QBRs on behalf of Essence Global media team and VP of Strategy
- Leveraged expertise in branded content, influencer marketing, programmatic advertising, and audience targeting
- Served as the liaison between internal teams and the client, building strong relationships and trust between myself and the client
- Implemented new internal processes resulting in greater team efficiency and accuracy
- Researched new offerings and development within the media industry

### **Vanacore Music [Freelance] | August 2020 - November 2020**

*Account & Marketing Manager*

- Worked with head producers and graphic designers to create a complete marketing rebrand of the Vanacore company
- Helped manage social media platforms, create content and manage the relationship with our freelancers
- Communicated with freelance graphic designers, digital marketing independents to encourage collaboration
- Developed social media strategies to increase the following (increased their follower count by 5x), engagement, and clientele

### **Butler Shine Stern & Partners | January 2019 - July 2020**

*Assistant Communications Planner*

- Coordinated ongoing internal communications with the account, performance marketing, and finance teams
- Led budget reporting, flowchart development, status report writing, invoice clearing, and payment approval
- Evaluated media research data, developing points of view, understanding systems applications, understanding various media and their applications against client/brand goals
- Developed consumer insights and media habits through the use of syndicated and proprietary databases
- Collaborated on and research new business and media pitches