

WYATT GOODELL

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Education:

Fort Lewis College 2018 - 2022
Communication Design Major
Business Administration Minor
Digital Marketing Certificate
GPA of 3.9

Skills:

Adobe Photoshop	Adobe Illustrator
Adobe InDesign	Adobe After Effects
Hubspot	Google Analytics
Wordpress	Google Ads

Work Experience:

ASAP Payroll & Accounting: October 2022 – February 2024
Creative Assistant

- Managed all marketing for the Vacation Rental Accounting branch.
- Planned and scheduled blog posts, newsletters and social media posts.
- Designed graphics for email headers, seminar announcements and infographics.
- Organized and directed promotional video content.

La Plata County Economic Development Alliance: August 2022 – October 2022
Digital Marketing Intern (contract)

- Ran social media marketing campaigns for a convention with over 500 attendees.
- Created general marketing materials and webpages for the event.
- Assisted with event setup and operation.

Fennel Saegert Marketing Agency: May 2022 – July 2022
Junior Marketing Consultant (contract)

- Conducted interviews with customers and beverage industry professionals
- Developed a survey using Qualtrics.
- Created product packaging based on market research.
- Organized focus groups.

Fort Lewis College – Marketing and Communications: September 2021 – May 2022
Marketing Intern

- Created promotional material and apparel designs for on campus events.
- Designed social media posts for alumni and student engagement.
- Illustrated graphics for campus events.
- Produced flyers, infographics and bulletin boards.

References available upon request.