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| **Rider Gordon** | | | 978-434-1238 (cell)  [rcgordon@uvm.edu](mailto:rcgordon@uvm.edu)  <https://www.linkedin.com/pub/rider-gordon/85/818/4a6> | |
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| **Summary** | 2017 University of Vermont graduate with a degree in marketing and sustainable business pursuing a career in digital marketing. Solid understanding of content marketing, SEO, SEM, email marketing, A/B testing, and funnel tracking & attribution. Experience with HubSpot, Salesforce, MailChimp, Google AdWords, Google Analytics, Adobe Creative Suite (Photoshop, Premier) and WordPress. Looking to join a tight knit, hardworking digital marketing team. | | | |
| **Education** | **2013-2017** | **University of Vermont** | | **Burlington, VT** |
| * Marketing and Sustainable business major, Environmental Studies minor * Trustees Merit Scholarship | | | |
| **Summer 2017** | **Startup Institute** | | **Boston, MA** |
| * Intensive digital marketing boot camp * SEO, SEM (PPC), Social Media/Content Creation (WordPress), Email Marketing * As part of a cross-functional UX/UI team, redesigned “Gillette On-Demand” online messaging | | | |
| **Experience** | **June 2017 – Aug 2017** | **Symphony Ventures** | | **Boston, MA** |
| Digital Marketing Intern   * Increased traffic to topic specific, keyword optimized landing pages with different call-to-actions to drive lead generation * Create buyer personas and developed targeted AdWords campaign | | | |
| **Jan 2016-May 2017** | **Burlington Electric Department** | | **Burlington, VT** |
| Sustainability Intern   * Completed Carbon Disclosure Project reporting for the 2016 Compact of Mayors * Documented Solar Photo Voltaic permitting and installation process including flow charts. * In partnership with the Department of Public Works, used EPA’s Energy Star Portfolio Manager database to upload, clean, and analyze Burlington city building energy efficiency data | | | |
| **Jan 2015 – May 2015** | **Waylens** | | **Boston, MA** |
| Marketing intern   * Organized a video competition to drive brand awareness and generate promotional content * Conducted market research and competitive analysis to determine optimal product feature set * Reported directly to VP of Marketing | | | |
| **Volunteer** | **June 2015- May 2017** | **Mater Christi School** | | **Burlington, VT** |
| * Summer camp and after school care for children ages 5-11 * Organized activities, led outings, assisted with homework | | | |
| **Summer 2015** | **YMCA Camp Greylock** | | **Burlington, VT** |
| * Counselor at children’s summer camp for economically disadvantaged families | | | |
| **Personal** | Beer Brewing, Skiing, Hiking, Fly Fishing, Golfing, Photography | | | |