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| **Rider Gordon** | 978-434-1238 (cell)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
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| **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
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| **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
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| **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
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| **Summer 2015** | **YMCA Camp Greylock** | **Burlington, VT** |
| * Counselor at children’s summer camp for economically disadvantaged families
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| **Personal** | Beer Brewing, Skiing, Hiking, Fly Fishing, Golfing, Photography |