

Ava Goodling

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Education

Portland State University

Bachelor of Arts, Magna Cum Laude, Communication Studies, 2011

Work Experience

Watson Creative

Portland, Or. | Feb. 2018 – Jan. 2022

Content Writer

- Writing campaign and brand content for clients across a variety of B2B and B2C industries
- Copywriting for web, email, social media (paid & organic), blogs, case study articles, PPC, and more
- Social media content creation and management for Facebook, Instagram, Twitter, and LinkedIn
- Creating and executing marketing campaign strategy

Oregon Children's Theatre

Portland, Or. | Nov. 2015 – Feb. 2018

Marketing Associate (Sept. 2017 – Feb. 2018)

Marketing Assistant (Nov. 2015 – Sept. 2017)

- Coordinating marketing strategies for upcoming productions
- Writing press releases & managing media relations
- Managing collateral design projects
- Writing & managing social media business pages
- Writing & managing blog & website copy
- Customer service and box office support

Sunstone Montessori School

Portland, Or. | July 2014 – Aug. 2015

Admissions Assistant & Alumni Relations

- Directed and answered phone and email inquiries regarding admission to school
- Planned events for prospective parents
- Scheduled appointments for prospective and current families
- Maintained alumni communications
- Advancement Committee member
- Assisted with organization of "A Gatsby Gala" Auction event

Northwest Montessori School

Seattle, Wa. | Aug. 2011 – June 2014

Teaching Assistant

- Supervised children ages 2 1/2 – 6
- Taught Montessori lessons to children
- Helped with meals
- Cleaned and maintained classroom

Janus Youth, Insights Teen Parent Program

Portland, Or. | Jun. 2011 – Aug. 2011

Childcare Provider

- Provided care and interaction for infants and toddlers, including those who have been victims of domestic violence
- Interacted with teen parents regarding the care of their children

ZimZim LLC

Portland, Or. | Dec. 2009 – Aug. 2011

Retail Sales Associate

- Entrusted with responsibility for day-to-day transactions in local gift shop
- Product display