



A L E X I S N . G O O D M A N

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Professional Summary

I'm a Graphic Design graduate passionate about using creativity to inspire and connect with audiences. With experience designing social media content and video marketing for platforms like Instagram and LinkedIn, I focus on crafting visuals and messages that promote purpose, leadership, and meaningful engagement. I work well independently and collaboratively, bringing strong technical skills, storytelling, and design innovation to every project. My goal is to continue growing as a designer while helping organizations communicate with clarity, creativity, and impact.

Technical Skills

- Adobe Creative Suite: Illustrator, InDesign, Express, Photoshop
- Adobe Lightroom (photo editing and enhancement)
- Dropbox (cloud-based file management)

Creative Skills

- Drawing and painting (traditional art techniques)
- Color theory and selection for impactful design

Professional Skills

- Strong communication (verbal and written)
- Excellent organization and time management abilities

Professional Experience

Gusto, Now! - Internship (August 2025 – December 2025)

- **Independent Content Creator:** Designed and executed social media campaigns for LinkedIn and Instagram without supervision, demonstrating initiative and ownership of the creative process.
- **Purpose-Driven Messaging:** Crafted inspiring posts that encouraged professionals to discover meaning in their work and strengthen leadership and management skills.
- **Creative Visual Design:** Produced eye-catching graphics and layouts tailored to each platform, blending professional aesthetics with motivational storytelling.
- **Video Marketing Expertise:** Conceptualized, filmed, and edited short-form video content (Instagram Reels and LinkedIn videos) to maximize engagement and reach.
- **Cross-Platform Adaptability:** Maintained a consistent brand voice while customizing content for different audiences and formats.
- **Professional Impact:** Elevated audience engagement by combining creativity with strategic communication, fostering conversations around workplace purpose and leadership growth.

Project Manager for Blueink's Literary Art Magazine – Marymount University (October 2024 – May 2025)

- Coordinated the full submission review process for the annual literary arts magazine, managing communication between the Writing and Art departments to ensure smooth collaboration.
- Organized and led the art-judging meeting, preparing materials, facilitating discussion, and documenting final selections for publication.
- Managed all accepted artwork by resizing, formatting, and preparing files in Photoshop to meet print specifications.
- Oversaw physical production tasks, including printing, mounting, and arranging artwork for the end-of-year exhibition.
- Drafted and sent acceptance and rejection emails to student contributors, maintaining a warm, professional tone that reflected the magazine's values.
- Supported the editorial team by tracking deadlines, maintaining organized submission records, and ensuring all project milestones were met on time.

Education

- Marymount University (2023–2026)
- Tidewater Community College (2021–2022)
- Northern Virginia Community College (2020–2021)
- Falls Church High School (2016–2020)

Awards

- Marymount University Dean's List (2023 – 2026)

References: available upon request