



# GREG GOODSON

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📍 Charlottesville, VA

📞 973.229.3839

Seasoned digital marketer and startup entrepreneur with over 10 years of digital marketing experience. Professional, creative leader with an analytical mind and a deep understanding of marketing demands and challenges of online business properties.

Diversified skill set includes inbound and paid marketing, web analytics, SEO, social media, marketing strategy, photography, & graphic design.

## EXPERIENCE

### Virginia Distillery Co.

Digital Marketing Manager

11/19 - Present

Lovington, VA

Bringing whisky into the 21st century. Company lead for all things digital, including search marketing, social media, website, customer acquisition, inbound marketing, ecommerce, & analytics.

### What's This Cloud

Owner, Founder

12/17 - Present

Charlottesville, VA

Conceptualized and built a collection of resources (website, social media properties, and physical products) that helps people identify and classify all different types of clouds. Learn more at [whatsthiscloud.com](http://whatsthiscloud.com).

### Rafflecopter

Cofounder, COO

3/11 - 6/17

Boulder, CO

Founded a social media marketing SaaS platform and took it from the idea stage to \$1.5M annual recurring revenue in 30 months with no outside funding. Areas of focus included customer development, marketing, product management, & business operations. Sold my stake and exited the business in June 2017 after 6 ½ years.

### Backcountry.com

SEM/CSE Program Manager

4/08 - 4/10

Park City, UT

Grew and optimized search marketing and comparison shopping engine accounts across a portfolio of ecommerce web properties.

### 360i

Associate Media Manager

1/07 - 4/08

Atlanta, GA

Provided support and managed search marketing campaigns for large household name clients including Alamo Rent A Car, TBS, and AJC.

## HOBBIES & INTERESTS



Bluegrass  
Musician



Trail Running  
Enthusiast



NWS Storm  
Spotter



Nature  
Photographer



Recreational  
Golfer

## EDUCATION



**Georgia Tech**, Atlanta, GA  
B.S., Business Management, 2006  
Marketing, Operations Management

## AREAS OF KNOWLEDGE

### Inbound Marketing

- 💡 SEO, Content Marketing, Email Marketing, Lead Generation, Customer Success
- ✂ Moz, Wordpress, MailChimp, SendGrid, Intercom, Vimeo, Wistia, Zendesk, SEMrush

### Paid Advertising

- 💡 Search Engine Marketing, Facebook Ads, Twitter Ads, Retargeting, Event Sponsorships
- ✂ Google Ads, Bing Ads, Facebook Ads Manager, Twitter Ads, LinkedIn Ads, AdRoll

### Social Media Marketing

- 💡 Facebook, Twitter, Instagram, Pinterest, YouTube
- ✂ Sprout Social, Buffer, Hootsuite, Later

### Analytics

- 💡 Web Analytics, Conversion Tracking, A/B Testing, SaaS Metrics, Revenue Forecasting
- ✂ Google Analytics, Mixpanel, Kissmetrics, Optimizely, Baremetrics, Graphite, Klipfolio

### Product Design

- 💡 Customer Development, UI Design, Pricing Strategy, Design Sprints, Graphic Design
- ✂ Sketch, Adobe Creative Cloud, InVision, Pivotal Tracker, Zapier, Sauce Labs, GitHub

### Business Operations

- 💡 Budgeting, Strategy, Partnerships, Human Resources, Hiring, Office Administration, Legal
- ✂ G Suite, Slack, Microsoft 365, Asana, Trello, Upwork, Workflowy, Dropbox, Stripe