

## RADCLIFFE GODDARD RESUME

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### OVERVIEW

Outstanding organizational, project planning and analytical skills • Excellent written and verbal communication skills • Nonprofit administration and marketing experience • eCRM and other database fluency and experience with development software • HTML email and newsletter design and coding • Strong technical bent

### EXPERIENCE

LANEY COLLEGE, Oakland, CA 2011  
*Internet Promotions Consultant*

ArtSpectrum@Laney, an event celebrating art, industry and design on the Laney College campus correlating with Laney Week's 40th year celebration marking the collaboration between Laney College students, faculty and the greater Oakland art community.

- Developed, designed and implemented event email marketing campaign using Constant Contact
- Designed graphics and wrote content for emails and event-related website
- Educated staff on benefits of email marketing for greatest impact and best results
- Generated code-compliant, HTML email templates reflecting Laney's identity and the spirit of the event
- ArtSpectrum@Laney was Laney College's most well-attended, on-campus event

PRIMARY CARE PROVIDER/ESTATE TRUSTEE, San Jose, CA 2009 - 2011

Served as full-time care provider, medical advocate and Trustee of the Estate for chronically ill parent.

- Undertook full responsibility for managing trust and financial matters using Excel to maintain accurate records and detailed accounting of information and assets
- Kept current on computer skills (mastering HTML email coding and design and CMS content through self-directed study)
- Organized metadata and asset management of over 5,000 slides and 1,000 negatives using Photoshop editing, InDesign page layout and Bridge for photojournalism project
- Used Illustrator, Photoshop and Acrobat to design letterpress invitation and program for memorial celebration
- Created image, montage video in Aperture and uploaded to Vimeo

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CALIFORNIA NEWSREEL, San Francisco, CA 2007 - 2008  
*Internet Promotions Consultant*

Provided groundwork and analysis to strengthen online identity, enhance website functionality and integrate effective Internet marketing strategies with traditional efforts for a nonprofit distributor of social justice documentaries and independent films.

- Developed project plan for internet promotions and web site enhancements including email marketing outreach, the addition of dynamic web content and web site traffic analysis
- Conveyed value of engaging constituents and clients by incorporating film clips of new documentary releases
- Strategized methods to communicate more effectively with customers and constituents through regular, directed and targeted online communications
- Generated code-compliant HTML email Newsletters and Ad Hoc email broadcasts reflecting a consistent look and feel that matched the organization's values and identity and distributed using Constant Contact
- Rationalized disparate list sources and generated new, permission-based lists

LULLABY LANE, San Bruno, CA 2006 - 2007  
*Independent Contractor, Web Production Artist*

Photoshop image production to generate, enhance and upload hundreds of product images for publication on ecommerce retail site of a Children's and Baby's Superstore.

- Systematized image production functions resulting in increased image output and created actions for image resizing and other automation
- Created updates of product pages and optimized graphics for Commerce Web site including layout with a clean aesthetic and attention to detail

NETSQUARED.ORG., San Francisco, CA 2005 - 2006  
*Sponsorship Manager*

Managed new sponsor business development, event planning, print, direct mail, email collateral content for first-run NetSquared technology forum launched by the nation's largest nonprofit technology provider, TechSoup.org.

- Prospected for new business by following industry trends and events
- Conducted telephone and in-person sales outreach to corporate clients
- Developed custom sales presentations and exhibit/sponsorship benefits
- Landed first new corporate sponsor for Web 2.0, social networking event

GROUNDSPRING.ORG. (NETWORK FOR GOOD) , San Francisco, CA 2004 - 2005  
*Director Sales, Marketing*

Managed sales, marketing and customer service/support operations for nonprofit technology application service provider (ASP).

- Executed successful sales and marketing plan including forecasts, policies and budgets
- Grew revenues by 125% exceeding 2005 plan goals for largest nonprofit ASP

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- Handled a variety of tasks related to institutional and individual giving via Salesforce.com and Raiser's Edge
- Highly successful outreach and account management activities resulting in increased business and glowing word-of-mouth referrals

## EDUCATION

- University of California, Santa Cruz, California
- Completed course requirements for Bachelor of Arts in Biology
- Oakes College Distinguished Service Award

## PROFICIENCIES

- Microsoft Office Suite, Salesforce.com, Raiser's Edge, Filemaker Pro, OmniGraffle, Constant Contact and MailChimp
- Fluency with Adobe CS4 Extended (Photoshop, Illustrator, InDesign, Dreamweaver, Flash and Bridge) and Final Cut Pro
- Command of semantic XHTML, the DOM, CSS and social networking tools
- Working knowledge of Javascript and PHP/MySQL Wordpress, Tumblr, Twitter, Google+
- MAC and PC platforms