

Allison Gooch

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Portfolio: www.AllisonGooch.com

Career Summary

- Motivated, results-driven communications and technical specialist
- Creative thinker with proven knowledge of the Walt Disney World® Resort
- Committed to providing excellent quality service to Cast Members and Guests
- Recognized by leadership for taking initiative, staying organized and being a strong team player

Education

Georgia Institute of Technology Atlanta, GA
Bachelor of Science in Computational Media May 2011

- 3.7 / 4.0 GPA, Highest Honors

Professional Experience

Walt Disney World Resort Orlando, FL
Internal Communications Professional Intern - Housing Operations June 2011-Jan. 2012

- Create designs for print and electronic event collateral leading to increased event attendance
- Write and format a weekly email sent to over 7,000 Disney Internships and Programs participants
- Capture, edit and publish event photos in partnership with marketing and recruiting

EarthSearch Communications Atlanta, GA
Graphic Designer & Marketing Assistant Jan.-June 2011

- Produced graphics for websites and print materials to advance the company's global marketing campaign
- Designed, coded and edited websites to include e-commerce functionality, yielding increased web traffic and sales
- Worked closely with a marketing team to create products that elevated the company's image

Self-Employed Atlanta, GA
Web Designer March 2008-June 2011

- Created animations and graphics for websites to enhance marketing strategies for small businesses
- Implemented and structured secure, search engine-optimized web pages to generate an expanded customer base
- Managed and scripted database back-end for user accounts, client administration and e-commerce

Georgia Institute of Technology, College of Computing Atlanta, GA
Teaching Assistant Aug. 2008-Dec. 2010

- Led a weekly technical workshop and hosted office hours, leading to higher student success rates
- Created teaching materials to broaden student engagement
- Worked with a team of professors and teaching assistants to improve course curriculum

Walt Disney World Resort Orlando, FL
Work Life Initiatives Professional Intern May-Aug. 2010

- Created software that increased efficiency and accuracy of payroll reports
- Designed and implemented employee web pages to support multiple company segments
- Assisted with quarterly report data analysis which prompted operational improvements

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Skills and Professional Development

Computer Skills:

- Adobe Creative Suite including Photoshop, Flash, Illustrator, InDesign, Dreamweaver and After Effects
- HTML/XML, CSS, PHP and MySQL for web development
- Content Management Systems including GoPublish, SharePoint, Drupal and WordPress
- Microsoft Office Suite including Word, PowerPoint, Excel and Access
- Python, Java, C, Visual Basic and Processing programming languages
- Windows and Mac OS, and common desktop applications for both

Professional Development:

- Disney Career Development Workshops, Fall 2011
- Disney Creativity and Innovation, Summer 2010
- Study Abroad - Italian Film Studies, Summer 2008