

**Chris A. Goossens**  
**231 Glendale Road, Hampden, MA 01036**  
**(413) 335-9230**

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**EXPERIENCE:**

**Founder**, Shaping Soles, Nonprofit, Hampden, MA December 2022-Present

- Coordinate footwear pickups and drop-off locations with local businesses. Organize shoe drives, community collaborations, and a
- Coordinate donation deliveries to local shelters. Donated 2,600+ pairs of footwear as of Sept. 2025.
- Organize donations by size and gender. Manage social media presence and handle Facebook advertising to expand reach. Manage website layout and content.

**Marketing Coordinator**, A.W. Brown's Pet & Garden, East Longmeadow, MA. July 2023-April 2025

- Developed and implemented social media strategies to increase brand awareness and engagement by creating engaging content for various social media platforms and website. Managed website through Shopify platform.
- Designed compelling print and digital advertisements while ensuring that all ads are on-brand and align with the marketing objectives. Analyzed ad performance metrics to make data-driven decisions for future campaigns. Collaborated with sales teams to develop integrated marketing campaigns that drive revenue. Developed in-store signage and promotional materials.
- Developed annual marketing budget of roughly \$100,000 (or 1.5% of total sales) and allocate resources effectively to maximize ROI. Monitored expenses and track spending to ensure adherence to budget constraints.
- Conceptualized, planned, and executed marketing events to promote products or services. Coordinated with vendors, sponsors, and internal teams to ensure seamless event logistics. Evaluated the success of events through attendee feedback and post-event analysis. Stayed updated on industry trends and best practices in marketing to remain competitive.
- Designed visually appealing email templates for weekly blasts. Segmented email lists for targeted messaging based on audience demographics. Monitored email open rates, click-through rates, and conversions to optimize email campaigns. Achieved 60.0%+ open rate average across all emails through September 2024.

**Social Media Content Design Coordinator & Social Media Advertising Manager**, Clearbridge

Branding Agency, Glassboro, NJ

February 2022-March 2023

- Managed clients' social media accounts, including responding to inbound messages, monitoring, and responding to brand mentions, and brokers the connection between customers and clients when necessary. Managed all Clearbridge clients' social media advertising, ad spend spreadsheet, and reset ad spends each month.
- Wrote monthly copy and design creative for each client that stays on brand and on message with their intended goals and expectations, including B2B and B2C content for Facebook posts, Instagram posts, Stories, LinkedIn posts, and X (Twitter) tweets.
- Promoted all Clearbridge clients' posts, created dark ads, checked analytics for KPI, adjusted where necessary, and maintained ad spends. Wrote SEO blogs for clients after conducting keyword research. Made 20,000,000 post impressions with average of 5.86% engagement rate (including a 9.83% Instagram engagement rate) across 36 social media accounts in 2022.

**Social Media Manager/Content Writer**, SOHH, Jersey City, NJ

February 2018-September 2021

- Maintained company YouTube and social media channels daily (Instagram, YouTube posts/videos/wrote articles). Directed and created original video content.
- Grew company YouTube channel from 1,793 subscribers to 595,000 subscribers and amassed 300,000,000 video views from May 2019—May 2021.
- Conducted weekly analytical performance reports on social media platforms using tools such as Hootsuite Analytics and used data to further grow accounts' engagement and following.
- Collaborated with Editorial team to create website content through news updates and creative content. Performed SEO analysis to optimize website content. As a team, web page views grew from 2,000,000 monthly to 6,500,000+ monthly from Dec. 2019—May 2021.
- Represented company at various festivals/concerts/events to create content for use on company social media and to create editorial recaps on SOHH.com.
- Grew company Twitter account from 16,340 followers to 25,252 followers, Instagram account from 11,800 followers to 17,100 followers.

### **EDUCATION:**

**Southern New Hampshire University**, Manchester, NH: GPA 4.0. **B.S. in Marketing** – President's List Fall '24, Spring '25, Summer '25. Expected graduation January 2026

**Springfield Technical Community College**, Springfield, MA: GPA 3.78. **A.S. in Communication and Digital Media** – Graduated May 2022, High Honors

**Amherst College**, Amherst, MA: Completed 16 credits as American Studies major Fall 2019, GPA 3.33

**Phillips Academy**, Andover, MA: High School Diploma (May 2019) as Post-Graduate Study

### **ADDITIONAL SKILLS/TALENTS:**

|                      |                    |                                    |                                  |
|----------------------|--------------------|------------------------------------|----------------------------------|
| *Google Workspace    | *Adobe Photoshop   | *Adobe Premiere Pro                | *SEO, Yoast                      |
| *DaVinci Resolve     | *Sony Vegas Pro    | *Microsoft Word, Excel, PowerPoint | *Mailchimp                       |
| *WordPress           | *Hootsuite         | *Video (studio, ENG,EFP cameras)   | *Adobe After Effects             |
| *Instagram/Twitter   | *Facebook, YouTube | * TikTok, Tumblr                   | *PC & Mac platforms              |
| *Sound/Video Editing | *Production Layout | *LinkedIn Campaign Manager         | *Budget management               |
| *DSLR cameras,       | *Setup/breakdown   | *Facebook Ads Manager              | *Video (studio, ENG,EFP cameras) |

**REFERENCES:** Upon request.