

Will Goodwin

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EDUCATION:

University of St. Thomas '18, Saint Paul, MN

GPA: 3.97 (Summa Cum Laude)

Bachelor of Science in Business Economics, Minors in Catholic Studies and Psychology

2017 – 2018 David Renelt Award Recipient:

Given to an economics department senior with high intellectual curiosity, ethical principles, spiritual devotion, and displays congeniality.

RELEVANT EXPERIENCE:

Staff Writer, [VikingsTerritory.com](#) & [PurplePTSD.com](#)

May 2022 - Present

- Writes detailed, opinionated, data-driven stories for the leading independent Minnesota Vikings News Source
- Utilizes SEO best-practices to connect with fans and drive engagement metrics on the top NFL and Vikings storylines
- Published the site's [3rd-most-read article](#) of 2022, and 5th-most all-time, with 92,000 views
- Co-hosts the weekly [Load the Box Vikings podcast](#), dissecting top Vikings topics and upcoming opponents
- Collaborates with Vikings Territory staff to ensure key storylines are covered on a daily basis
- Utilizes thorough statistical, historical, and contextual analysis to bring creative nuance to stories
- Provides a human angle to athletes and coaches to bring an innovative perspective to the sports news cycle
- Leads with a strong voice that is captivating yet casual, meticulous yet relatable, and witty yet professional

Customer Success Manager, PTC

April 2019 - Present

- Acts as a trusted advisor by prioritizing customer initiatives and providing feedback to PTC to improve customer experience
- Balances a multitude of distinct responsibilities to quickly rise to being a top global performer
- Navigates the PTC Ecosystem to form relationships by communicating with diverse business functions
- Mentors and coaches colleagues on best practices, standard processes, and tools
- Identifies and implements innovative process improvements through sharp detailed analysis to improve customer retention
- Developed direct reports by providing timely feedback and coaching, conducting formal performance reviews, and assisting employees with creating development plans

Middle-School Basketball Coach, St. Stephen's Catholic School, Anoka

November 2018 - January 2019

- Collaborated with head coach to develop structure and strategies for practices and games to achieve team goals
- Earned players' trust by living out a person-first mentality while executing an innovative basketball approach
- Explained complex basketball strategy to young players to optimize individual and collective growth and development

Operations Support Analyst, Contract, StayWell

June 2018 - January 2019

- Served as internal liaison to ensure diverse client needs were communicated across departments and met in a timely manner
- Created customized Microsoft Excel reports for multiple large-scale and Fortune 500 companies
- Trained individuals on vital company practices through use of video conferencing and creation of training materials

Research Assistant for Depts. of Psychology and Economics, University of St. Thomas

May 2016 - May 2017

- Managed operations and procedures and created analytical materials for research studies on college baseball and gratitude
 - Wrote a technical research paper while employing organization, multi-tasking, and prioritization skills to meet deadlines
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SKILLS:

- WordPress
 - SEO best practices
 - Proactivity & Persistence
 - Objectivity
 - Organization & Precision
 - Curiosity
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VOLUNTEER EXPERIENCE:

- Homeless Outreach (2017 – present)
- Service and Immersion Trip Leader (2016 - 2017)
- UST Men's Basketball Team Manager (2015 - 2016)
- Children's Hospitals (2015 - 2016)

PERSONAL INTERESTS:

- Running
- The Rocky Mountains
- Historical Fiction
- Waterskiing