

CHELSEA GODDARD

Strategy | Design | Management

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EXPERIENCE

STRATEGIST

Redlands, CA

2016

ESRI

- Make strategic recommendations to Director of Strategy regarding Business Development and Product Engineering for the ArcGIS Platform.
- Design and develop project and product proposals for Technical Marketing team.
- Provide project management/research support to 3D Analyst, Runtime, GeoDev, and Geodesign teams.
- Test external mapping software, document capabilities, identify feature comparisons, review internal product offerings and suggest future developments.

PRODUCT MANAGEMENT INTERN

Redlands, CA

2015

ESRI

- Worked closely with the product marketing team to articulate new product messaging for City Engine, GeoPlanner, and Community Analyst.
- Created syndicated research report on the Environmental design market, which was presented companywide to help generate awareness on new marketing techniques.
- Interviewed 15 industry professionals and fielded internal survey to 45 employees; analyzed market size, market competition, and market needs.
- Placed 2nd of 20 teams in 2015 Esri Hackathon, by creating mobile app to foster communication between disaster response organizations to eliminate duplicate aid efforts.

STUDIO ASSISTANT

Berkeley, CA

2014

John McNeil Studio

- Supported and aided the creative team in various branding and production projects.
- Led company-wide reorganization of internal inventory and expense reports.
- Worked directly with CEO John McNeil and partner Katy Grannan.

ANTI-HUMAN TRAFFICKING INTERN

Berkeley, CA

2014

YWCA

- Raised awareness around victims of human trafficking through student led discussion panels and informational seminars.
- Organized social media platform campaign around advocacy photography project throughout Berkeley and San Jose.

REHABILITATION TECHNICIAN

Los Angeles, CA

2013

Promises Treatment Center

- Aided in the recovery process of 50+ clients through detox and sober living.
- Offered consultation to clients regarding substance abuse and long-term treatment plans.
- Facilitated therapeutic group workshops.
- Provided medical assistance to clients experiencing physical withdrawal symptoms
- Distributed medication and managed facility grounds. CPR certified.

EDUCATION

B.A. Legal Studies

B.A. Interdisciplinary
Studies Field

Phi Beta Kappa

University of California,
Berkeley

SKILLS

GIS

ArcGIS

QGIS

MapBox

Mapzen

Open Source

CS

Command Line

Git / GitHub

GPU databases

WEB

JavaScript, HTML, CSS

INTERESTS

Social: food

redistribution, urban
design, and community
gardens.

Technical: web mapping,
satellite technology,
GPGPUs, celestial
cartography, and
science.

Intellectual: astronomy,
dark matter, systems
thinking, sci-fi, museums,
film, and photography.