

# Justin Gough

956 N. 42nd St #A  
Seattle, Washington, 98103  
206-612-7026  
Gough.Justin@gmail.com

---

## WORK EXPERIENCE

### **SEND INC., Seattle, WA**

Co-Founder, July 2014 – January 2016

- User-focused project manager. Coordinated cross-disciplinary teams to execute new company initiatives.
- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Analyze data gathered and develop solutions or alternative methods of proceeding.

### **ALIO SOLUTIONS LLC, Seattle, WA**

Owner - Operations & Business Development, Aug 2011 – Jul 2014

- Develop or implement product-marketing strategies, including advertising campaigns or sales promotions.
- Direct and coordinate activities of businesses or departments concerned with the production, pricing, sales, or distribution of products.
- Determine staffing requirements, and interview, hire and train new employees, or oversee those personnel processes.

### **NCM DIRECT DELIVERY, Seattle, WA**

Marketing Manager, Sep 2009 – Jul 2011

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.

## EDUCATION

### **University of Washington, Bothell, WA**

*Bachelor of Arts - Society, Ethics, & Human Behavior, Dec 2011*

## ADDITIONAL SKILLS

- HTML, CSS, Javascript
- Business Operation and Analytics
- Excel