



4 Longfellow Pl, #3202
Boston, MA 02114
gaboosh@gmail.com

Mobile: 617.595.8516

Education:

- Babson College** - Wellesley, MA 05/2005
Bachelor of Science in Business Administration
Graduated Cum Laude; Member Honors Program; Winner of Wooten Writing Award, Spring 2003
- Massachusetts College of Art, Continuing Education**, Boston, MA Spring 2008
Documentary Photography; Advanced Photoshop & Illustrator
- London School of Economics**, London, UK Summer 2003
Selective (20 person) combination internship/learning experience through Babson College

Work Experience:

- LocaModa**, Cambridge, MA - Director, Creative Development 04/2009 – Present
Pitched, consulted on, and developed cross-channel executions, built on proprietary platform.
 - Executed social, place based campaigns by developing in Flash for web and digital out of home (dooh)
 - Managed clients from platform orientation through campaign flight
 - Innovated on in-house mobile-to-dooh-to-web interactive platform
 - Worked with management to develop brand and strategy of 12-person startup
- Oasis**, Boston, MA - Creative Developer 09/2007 – 03/2009
Pitched and developed brand experiences for clients through various media, including web and TV.
 - Concepted for and executed on interactive creative concepts by developing in Flash, AfterEffects, CSS
 - Presented directly to clients for new business and expanded business opportunities
 - Consulted on functional and technological specifications for projects
 - Explored opportunities for development on alternative platforms, such as iPhone
- gaboosh.media, inc.** - Founder 07/2002 - 05/2008
Founded graphic design business specializing in the production and distribution of highly customized student planners. Achieved over \$60,000 in sales.
- Arnold**, Boston, MA - Interactive Designer 10/2006 – 09/2007
Contributed to multiple facets of Interactive Services department of worldwide advertising agency.
 - Developed interactive execution concepts for multiple clients with various objectives
 - Managed weekly image update process; worked directly with RadioShack client, Arnold freelancers
 - Authored monthly "Site to See" email to worldwide agency, highlighting emerging internet technologies
- EMC Corporation**, Hopkinton, MA - Marketing Leadership Development Associate 07/2005 – 09/2006
Member of highly selective marketing rotational program at IT storage company.
 - Trained as active participant in a variety of functional teams within the marketing organization
 - Supported launch of products and services through development of core messaging
- Babson College Marketing Department**, Wellesley, MA - Assistant Web Programmer 01/2003 – 06/2005
Member of brand-ops team focused on maintaining brand web presence for college.
 - Designed HTML-Emails conforming to Babson brand guidelines
 - Developed manual and training for future contributors of website content

Awards & Achievements:

- Winner, IAC Award for Best Telecommunication Interactive Application** 03/2009
Let's Have TXT online execution, Virgin Mobile
- Finalist, Massachusetts Information Technology Exchange Awards** 11/2009
VH1's The Great Debates DOOH/Web campaign, VH1
- Winner, Student Business of the Year** 04/2005
gaboosh.media, inc.

Computer Skills:

- Proficient in both Macintosh and Windows operating systems, Microsoft Office applications, as well as:**
- Adobe CS4 suite of applications for print, web, and motion graphics development
 - ActionScript 2.0/3.0, PHP, HTML, JavaScript, AppleScript, CSS

Interests:

Entrepreneurship; supporting Philadelphia teams; traveling; eating mother's food; the company of the family cat, Einstein.