

Gregory Boose

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Consistently effective, repeatedly proven **Senior Marketing Specialist** and **Marketing Operations Manager** with extensive experience driving the success of innovative marketing initiatives that engage and move target audiences and organizations to action. Proven leader, trainer and mentor of high performing teams that share a driving passion for excellence. Personal focus on making the world a better, more connected place. *New York Times* best-selling author. Proficient in Adobe Acrobat, Airtable, Asana, Atlassian Suite (Confluence/Jira), Basecamp, Cloud App, Gatekeeper, Miro and Dropbox.

Key Skills and Core Competencies

Project Management	Training, Mentoring, Onboarding	Writing & Editing
Relationship Development/Management	Presentations	Proposals & Contracts
Proofreading	Product & Service Launches	Novel & Script Writing

PROFESSIONAL EXPERIENCE

GoodRx, Los Angeles/San Francisco, CA 2015 – 2022

Marketing Operations Manager Aug 2021 – Oct 2022

Held full project management responsibility for complex integrated marketing campaign development and delivery. Onboarded and trained more than 70 employees joining the marketing department. Continuously supported more than 130 marketing team members, facilitating software access, connecting teams, responding to queries from multiple sources, creating presentations and functioning as the face of the department in interaction with all stakeholders. Planned and hosted the Marketing Department's onsite meetings.

- Spearheaded the successful development and completion of more than 100 integrated marketing campaigns
- Audited legal contracts for five marketing cost centers
- Built 10 marketing team hubs on Confluence to share knowledge and resources

Senior Marketing Specialist Jan 2019 – Jul 2021

Responsible for development and implementation of new and innovative creative processes. Provided training and assistance on software in use, including Asana, Atlassian, Airtable, Dropbox, etc.

- Created over 15 how-to guides and resources
- Edited over 50 health blogs for telehealth service

Senior Proofreader/Proofreader Oct 2015 – Dec 2018

Responsible for editing and proofreading online and offline materials and messages. Assisted with data entry.

- Wrote company's first editorial and style guides, as well as its legal guidelines, all of which were adopted as the company standard and remain in use to the present time
- Developed a reputation as a "Go To" resource throughout the company; successfully completed dozens of ad hoc projects from multiple departments

HelpGuide.org, Santa Monica, CA 2013 – 2017

Copy Editor

Responsible for editing company's mental health articles (eventually totaling 250); in addition wrote five mental health articles, involved in HTML coding, and edited a self-help book authored by the co-president.

WRITING EXPERIENCE

Published author of five novels—two of which spent several weeks at #1 on the *New York Times* Best Seller List - published over 150 times in/on magazines, websites, newspapers, and more, including *Time Out Chicago*, The Huffington Post, *Chicago Public Radio*, NFL.com, *BlackBook*, *McSweeney's*, *Chicago Reader*, and more.

EDUCATION

Minnesota State University Moorhead, Moorhead, MN
M.F.A. in Creative Writing

Miami University, Oxford, OH
B.S. in Marketing