

RUTH GREGORY GOODRIDGE

PROFESSIONAL SUMMARY

Innovative professional with more than 20 years experience in strategic communications and public relations. Adept in multimedia storytelling, website development, fundraising, social media campaigns, and creative content development. Known for fostering teamwork and enhancing organizational visibility, while contributing to measurable growth in community involvement and audience engagement.

SKILLS

- Public relations: media relations and press releases
- Multimedia storytelling
- Problem-solving
- Web maintenance and analytics
- Social media campaigns
- Photography and videography
- Project management
- Creative content development
- Website development
- Customer engagement
- Digital communications
- Teamwork and collaboration

WORK HISTORY

SENIOR WEBSITE DEVELOPER 03/2025 to Current Peter Gentling, Asheville, NC

- Built a responsive website using a Content Management System (CMS) to showcase original artwork for client that enhances user experience across multiple devices (<https://www.petergentling.com/>).
- Collaborate with 3 cross-functional teams to gather requirements and implement website features.
- Photographed more than 100 paintings and drawings to showcase artist's portfolio in a digital format and online.
- Collaborate with client to implement visually appealing and functional web layouts on an on-going basis.
- Manage website maintenance, ensuring optimal performance and security updates are applied regularly.

DIRECTOR OF COMMUNICATIONS 07/2023 to 06/2025 The French Broad River Garden Club Foundation, Inc., Asheville, NC

- Developed and implemented comprehensive communication strategies to enhance organizational visibility for a local non-profit organization.
- Managed annual communication budget of more than \$20,000.
- Oversaw the production of newsletters, press releases, and promotional materials to increase event participation and to support fundraising efforts.

- Designed and built a new website using a Content Management System (CMS) to improve user experience and increase web traffic (<https://www.frenchbroadrivergc.org/>).
- Directed digital communication strategies, including social media and website content management, to increase follower engagement.
- Optimized email marketing campaigns for improved open rates, click-through rates, and conversions.
- Spearheaded rebranding initiative, aligning visual identity with Foundation values and strategic direction.
- Conducted training workshops for staff on effective communication practices and brand messaging consistency.
- Cultivated relationships with media outlets to ensure effective dissemination of key messages; served as primary media contact.

SENIOR WEBSITE DEVELOPER 11/2024 to 03/2025

North Carolina Pollinator Conservation Alliance, Asheville, NC

- Completed full redesign of student/faculty website to improve navigation, enhance visuals, strengthen search engine rankings, and highlight research initiatives of students and faculty (<https://www.ncpollinatoralliance.org/>).
- Implemented a powerful Content Management System (CMS) to serve as interface for client, streamline content updates and improve workflow efficiency for end users.
- Took initial concepts and produced 5 prototypes to strengthen designs, enhance user experiences, and improve site interactions.
- Led the integration of SEO strategies into web development project to improve search visibility.
- Employed coding practices based on commonly accepted standards to establish site layout and user interface.
- Conducted regular site audits to identify areas for improvement in user experience and functionality.
- Developed five user-friendly web forms with validation and error handling.
- Conceived and built optimized landing pages for integration and cross-browser compatibility.
- Conducted unit testing to deliver optimal browser functionality.
- Collaborated with cross-functional teams to define project requirements and deliver optimal solutions.

DIRECTOR OF COMMUNICATIONS 03/2013 to 09/2017

The American Chestnut Foundation, Asheville, NC

- Enhanced brand visibility by developing and executing strategic communications initiatives.
- Wrote and distributed press releases to increase brand awareness and visibility; served as primary press contact.
- Oversaw the production of newsletters and all promotional content to ensure alignment with organizational goals and branding standards.
- Managed social media platforms, increasing follower engagement through targeted content strategies.
- Collaborated with cross-functional teams to launch a new website using a Content Management System (CMS).
- Improved website visibility through development and implementation of SEO strategies.
- Supported fundraising initiatives through the development and implementation of materials for annual campaigns.
- Created and maintained digital archive for all marketing materials, images, videos, and e-newsletters.

- Managed communication department's annual budget of approximately \$50,000.00.

DIRECTOR OF COMMUNICATIONS 06/2001 to 09/2012

Georgia Institute of Technology, Atlanta, GA

- Developed and implemented alumni engagement strategies to enhance relationships with the School of Civil and Environmental Engineering at Georgia Tech.
- Collaborated with cross-functional teams to create targeted outreach initiatives for diverse and international alumni demographics.
- Managed all School communication channels, including e-newsletters, quarterly magazines, fundraising campaigns, social media, and promotional content, to keep alumni informed of activities.
- Improved social media presence with tailored content strategies for each platform, resulting in higher audience engagement.
- Ensured alignment with organizational goals and Institute branding standards for all marketing materials.
- Coordinated events and programs to foster networking opportunities for alumni and students.
- Analyzed data from alumni events to improve future programming and increase participation rates.
- Redesigned the School's website to improve user experience and increase web traffic via implementation of SEO strategies.
- Managed communication department's annual budget of \$100,000.00; supervised staff of five.

EDUCATION

University of Georgia, GA

Bachelor of Arts, Journalism; Major in Advertising, 1994

VOLUNTEER WORK

- Reading tutor at Estes Elementary for international students.
- Fundraising to support educational scholarships for local students studying horticulture and conservation.
- Resolve IT issues for seniors.
- Manage social media and digital communications for non-profit organizations.
- Organize community outreach events to engage diverse populations and promote volunteer opportunities for non-profit organizations.
- Develop training materials for new volunteers, enhancing onboarding processes and ensuring consistency in roles.