**Damian Goacher**

480-560-9426| damegoacher@gmail.com| [LinkedIn](https://www.linkedin.com/in/damian-goacher-6448a2271/) | [Portfolio](https://dgoacher.wixsite.com/damiangoacher)

**EXPERIENCE**

**ASU Thrive, *Editorial Assistant,*** Tempe, AZ Aug 2024 – Present

* Wrote and edited feature stories for over **300,000 readers** for Arizona State University’s official magazine.
* Conducted interviews with over **50** ASU alumni.
* Designed the layout and placement of text in the magazine using **Adobe InCopy** and **InDesign.**
* Wrote and researched the script for ASU’s weekly collaborative show with **Fox 10 Phoenix**, **ASU All Access.**

**ADV Consultora**, ***Internship,*** Cordóba, Argentina May 2024 – Aug 2024

* Analyzed Juan Manuel Urtubey's presidential campaign, including polling, media, and political history, and provided a strategic report with actionable recommendations to assess and improve campaign effectiveness.
* Developed data-driven recommendations using Excel and designed enhanced graphics to optimize the impact of the **Ciclovía campaign** for the **Municipalidad de Córdoba**.
* Created the "Desconectar y Conectar" campaign, designing a marketing plan with strategy, timeline, and graphics to address technology addiction.

**State Press, *Politics Reporter***, Tempe, AZ Dec 2023 – May 2024

* Covered Tempe City Hall and political events related to Arizona State University for ASU’s award-winning student newspaper.
* Consistently drove an average of **1,500 viewers per week** for my written articles.

**State Press Play, *Podcast Reporter***, Tempe, AZ Sep 2023 – Dec 2023

* Co-hosted a weekly podcast with the State Press, creating engaging multimedia content to connect with and inform ASU students.
* Crafted audio-centric scripts, emphasizing engaging interviews and immersive natural sound to enhance the listener experience.
* Lead editing for the weekly podcast in **Adobe Audition.**

**SKILLS**

**Digital:** Adobe Creative Suite, Excel, AP Style, SEO, Parse.ly, Google Trends, Financial Records, Bloomberg Terminal, HTML

**Physical:** DSLR, Mirrorless Cameras

**EDUCATION**

**Arizona State University,** Phoenix, AZ Aug 2021 – May 2025

***Bachelor of Arts in Journalism and Mass Communication,*** 3.40 GPA

**Relevant Coursework: Reporting on Business, Videography, Sports Marketing, 21st Century Media Organization**

**PROJECTS**

**Independent Research, Universidad Blas Pascal,** Cordóba, Argentina May 2024 - Aug 2024

* Conducted **11 interviews** in **English and Spanish** for Professor José Ignacio Martínez with healthcare professionals, social workers, professors, national site officials, and psychologists about the status of their industries and their outlooks on the future.
* Gathered and analyzed data and wrote a research paper on the impact of Javier Milei’s austerity measures on key Argentine government ministries.