

# - F E L I C I A S . C . G O O D E N -

## STRATEGIC COMMUNICATIONS & LEADERSHIP CONSULTANT

Technical Writing | Digital Marketing | Generative AI | Content Strategy | Email Marketing | Search Engine Optimization (SEO) | Public Relations | Social Media Marketing | LLMs | Prompt Engineering | Startups

### KEY HIGHLIGHTS:

- Improved AI content quality standards for generative AI models and natural language processing
- Reviewed stories to test new models of surfacing high-quality content
- Ideated and produced military space magazine featuring high-profile thought leadership
- 46% open rate and 15% CTR for email newsletters with compelling writing on security topics
- Increased federal sales for government contractors via events strategy, long-form content, and social media

### KEY SKILLS:

- **Project & Product:** Design, development, agile, Kanban
- **Research:** Qualitative, quantitative, policy, market, supply chain, open-source intelligence
- **Writing:** Creative, intelligence, public policy, speechwriting, copywriting, AP stylebook, Chicago Style, SEO
- **Content Production:** Narrative development, social media, podcasting, blogging, graphic and web design
- **Analysis:** Financial, market, legal/regulatory, public policy, geopolitical, risk

### APPS & SOFTWARE:

- **Content and Visualization:** Adobe CS, Figma, Canva, Hubspot, ChatGPT, Perplexity, Vertex AI, You.com
- **Programming Languages and Artificial Intelligence:** Python, Solidity, Langflow, Microsoft Azure AI Agents
- **Front-end Web Development:** WordPress, HTML, CSS, Elementor, block development
- **Analytics:** Google Analytics (GA4), HubSpot, Hootsuite, Cyfe,
- **Comms & Admin:** Slack, Discord, Microsoft Office, G-Suite, Airtable, Asana,
- **Social Media:** Facebook, TikTok, Twitter/X, Discord, Instagram, Threads, SnapChat, LinkedIn, BlueSky

### EDUCATION

#### Liberty University

**M.S.** Criminal Justice: Forensic Psychology | **M.S.** International Relations | **B.S.** Government: Politics & Policy

### PROFESSIONAL EXPERIENCE

<b>The Cultured Scholar Strategic Communications</b> • Chief Strategist & Analyst	2017—Present
<b>Google via Global Logic + Digitiv</b> • Senior LLM Evaluator, Magi (FT/Contract)	2024—2025
<b>Medium</b> • Content Curation Fellow: U.S. Politics, Geopolitics, Current Events (Contract)	2024
<b>Space Force Association</b> • Editor-in-Chief, SFA Magazine & Newsletter (Vol/Contract)	2023—2024
<b>The Social Wellness Institute</b> • Director, Research and Publications (Contract)	2022—2023
<b>BlueVoyant Government Solutions</b> • Delivery/Risk Analyst (Contract)	2022—2023
<b>Government Business Results</b> • Federal Marcom Writer and Consultant (Contract)	2021
<b>Spire Global</b> • Content Writer and Strategist (Contract)	2021
<b>Tzu Chi Buddhist Foundation</b> • Junior Social Media Content Writer (Contract)	2017
<b>Next Level Digital</b> • Content Producer and Strategist (Contract)	2017-2021