

Jason Goldfarb

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EDUCATION

University of Vermont (UVM) '20 | Magna Cum Laude | Phi Beta Kappa

GPA: 3.96

B.A. in Political Science and History, Minor in Public Communication

- Honors Thesis: "Scrolling Alone: The Impact of Social Media on American Democracy"

Honors & Awards: Dean's List (Fall 2016—Spring 2020), [UVM Boulder Society](#), Pi Sigma Alpha Honor Society, Pi Alpha Theta Honor Society, Elliot Brown Award, Political Science Honors Program, [Published in UJPPS](#), Presidential Scholarship, Ruth B. Baird Scholarship

EXPERIENCE

The University of Vermont (Remote — based in Seattle, WA)

Assistant Director of Admissions — West Coast

October 2022 — Present

- Orchestrated 108 West Coast recruitment events, boosting applications to over 2,100, accounting for 8.4% of the total pool, significantly expanding our regional outreach and influence.
- Evaluate over 3,000 admissions applications, playing a pivotal role in shaping the committee's decisions.
- Pioneered AI best practices in email communication, enhancing efficiency and saving an average of 10 hours weekly.
- Implement data-driven strategies to research and target high-potential applicant pools in designated territories.

The University of Washington (Seattle, WA)

Admissions Counselor

October 2021 — October 2022

- Recruited talented students from high-volume territories in Seattle's King County, San Diego, Orange County, and LA.
- Read 700+ applications per season, assessing candidates within the framework of the Holistic Review.
- Attracted diverse candidates by organizing high-impact recruitment events at various schools, college fairs, and workshops.
- Partnered with various campus stakeholders to plan and execute on-campus visit experiences for admitted students.

Amazon (Seattle, WA)

Vendor Manager, Monitors and Computer Components

June 2020 — October 2021

- Operated across major functional areas such as vendor management, site merchandising, buying, inventory management, finance, operations, and marketing to drive the performance of strategic vendor partners on Amazon.ca.
- Optimized the business growth of vendor set worth \$200M+, and grew 92% YoY through strategic account services.
- Developed High-Velocity Selection SOP during worldwide semiconductor shortage, scaled across Amazon marketplaces.
- Sourced over \$15M+ in Q4 holiday deals for Canadian customers; Secured over \$725k+ of program terms improvements through vendor negotiation.
- Negotiated an exclusive Prime Day deal, delivering \$1.34M in sales (top 5 item in Canada), beating forecast by 266%.
- Implemented customer feedback to reduce return rates on top offending products, reducing operating costs by \$104k.

Jason Goldfarb Photography (Seattle, WA)

Owner

January 2021 — Present

- Execute organic and paid marketing strategies to increase lead acquisition, running annual Facebook and Instagram Ad campaigns with ROAS of 19.7; scaling to a \$60,000+ business within the first year.
 - Engage in content marketing through social media and [blog posts](#). Built custom [website](#), and manage Wordpress CMS.
 - Maintain a customer relationship management system, managing over 100+ leads and 30+ clients per year.
 - Expert in end-to-end photography and video workflows including Canva, and Adobe Creative Suite—Lightroom, Photoshop, Premiere Pro. Basic Illustrator and After Effects skills.
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UNIVERSITY LEADERSHIP EXPERIENCE

University of Vermont, Office of Admissions (Burlington, VT)

Lead Student Admissions Ambassador (ACLead)

August 2017 — May 2020

- Served as logistics coordinator: managing talking points, tour route, and recruitment events. Trained and led a team of 65 student tour guides. Engaged in panel discussions in front of 10,000+ visitors, and represented UVM in key US cities.

University of Vermont, Office of Communication (Burlington, VT)

Digital Content Strategy & Podcast Production Intern

August 2019 — May 2020

- Launched and managed the official UVM podcast, driving content strategy. Enhanced digital presence on Instagram and YouTube, creating engaging content and strategies during the COVID-19 pandemic.
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ADDITIONAL

- Skills include: Advanced public speaking and improvisation; effective communication, leadership, and team management.
- Hobbies include: Coach @ Eastside Improv, archery, cycling, photography, dog parks, and spreading joy & optimism.