

ALAN GOOD

PROJECT AND OPERATIONS MANAGEMENT

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PROFESSIONAL PROFILE

Project and creative operations professional with 10+ years of experience moving client work from intake to delivery. Connect client requirements, team priorities, vendor constraints, and production standards. Build repeatable workflows, approval controls, and documentation that improve capacity, quality, and continuity across onsite and remote teams.

CORE CAPABILITIES

Project intake and prioritization | Timeline and capacity planning | Workflow improvement | SOP development | Stakeholder and vendor coordination | Quality and approval controls | Digital asset management | Team training and onboarding

PROFESSIONAL EXPERIENCE

Good Promotions

2015-Present

Senior Graphic Designer & Project Coordinator / Art Department Lead

Cleveland, TX | Remote from Richmond, VA

- Coordinate an average of 30 active client projects per week across five internal departments and 13 daily vendor partners, aligning requirements, priorities, approvals, and production handoffs.
- Implemented and refined Printavo and Connecteam workflows, automated recurring tasks, and clarified project statuses, helping increase weekly job capacity from approximately 10-15 jobs to 40-50.
- Built an Art Department SOP and knowledge system covering intake readiness, proofing, revision tracking, approval records, quality checks, file standards, escalation, and onboarding.
- Serve as a primary liaison among clients, sales, production teams, management, and vendors. Clarify requirements, communicate timelines, document decisions, resolve issues, and escalate delivery risks.
- Manage approval and revision records in Printavo and review copy, artwork, technical specifications, and release readiness so production follows current, approved direction.
- Oversee a Dropbox archive of 1M+ art files for thousands of clients, supporting consistent naming, version control, rapid retrieval, reorders, and business continuity.
- Led four designers at one time and trained 10+ artists overall through technical coaching, quality reviews, process documentation, and onboarding.
- Run payroll for a 13-employee team using QuickBooks and connected workforce systems; support day-to-day administrative operations.

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SELECTED PROJECTS

E Legacy | TOTW audio platform and Absorb

2026

Project Lead / Workflow Designer

Private content platform for an independent sales, coaching, and mentorship organization

- Led implementation of a private mobile and web audio platform, organizing and standardizing 1,100+ legacy recordings for access through Audiobookshelf and the Absorb mobile app.
- Defined folder, file-name, title, and metadata standards. Used Cursor-assisted scripting, APIs, and SFTP to automate record reconciliation and reduce manual corrections.
- Created validation rules and 25 reconciliation tests to detect missing, duplicate, mismatched, or ambiguous records before deployment; established repeatable upload and quality-control workflows.

Avirtra | Brand identity and rollout

2026

Founder / Brand Strategy & Creative Direction

- Developing a brand-development service with a coordinated identity, website, and print rollout, connecting positioning and visual standards with launch materials and client presentation systems.
- Define service packages, project scope, discovery, pricing, and delivery workflows to create a consistent client experience.

TOOLS AND PRACTICAL SKILLS

Project and operations

Printavo, Connecteam, Trello, Dropbox, Microsoft Excel, PowerPoint, Teams, Outlook, QuickBooks, Zapier-supported workflows

Systems implementation

Cursor-assisted automation, APIs, SFTP, Audiobookshelf, Absorb, file and metadata standards, reconciliation and validation, process documentation

Creative production

CorelDRAW, Adobe Illustrator, Photoshop, InDesign, Figma, Canva; brand standards, proofing, production files, and print, signage, apparel, and promotional products

EDUCATION

Sam Houston State University

2018-2020

Coursework in Marketing

Lone Star College

2016-2018

Coursework in Business Administration