

NICOLE GOOT

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PROFESSIONAL EXPERIENCE

Room Division

Berlin, Germany

Light Design and Engineering Intern

06/2024 - 09/2024

- Supported Senior Engineers and Architects in designing and constructing light installations for major clients, including Berghain, Mercedes-Benz, and Sparkasse, enhancing visual experiences across venues and events
- Engineered, constructed, and installed a 50ft illuminated structure for Sparkasse Büro, ensuring design integration
- Shadowed lead architects and assisted in the planning of new projects and the spatial mapping of new venues
- Created architectural models using Sketchup and Blender to enhance design visualization and execution
- Created financial plans using Excel, managing and forecasting budgets for projects ranging from \$80,000 to \$100,000
- Created and managed project timelines in Asana, coordinating with engineering and production teams to ensure on-time delivery and streamline workflows

Nike

Portland, Oregon

North America Brand Marketing Intern

06/2023 - 08/2023

- Developed and presented a comprehensive brand and integration strategy for Nike's NIL initiatives, aligning with North America Marketing teams
- Created athlete profiles and one-pagers for Nike's key athletes, emphasizing brand identity and providing strategic recommendations to increase audience reach in target markets
- Facilitated successful brand activation for over 10,000 attendees during WNBA All-Star weekend by managing events
- Maximized Nike's NIL athlete collaboration through strategic concepts, materials, and partnerships

Everscale Agency

San Fransisco, California

Digital Marketing Intern

06/2022 - 08/2022

- Improved social media engagement by 15% through targeted campaigns and strategic content curation
- Boosted website traffic by 20% resulting in an increase in lead generation by optimizing SEO strategies
- Created, scheduled, and managed over 100 social media posts monthly across four different platforms
- Participated in the management of a \$100,000 digital marketing budget, focusing on new ad formats
- Generated 50% more leads by leveraging influencer partnerships to extend campaign reach
- Achieved a 30% increase in email open rates by segmenting audiences and personalizing content

USA National and Olympic Team Member

Walnut Creek, California

Professional Athlete

05/2015 - 07/2021

- Athlete on the USA Senior National and Olympic Team
- Named to the 2020 Olympic Team
- Bronze Medal Finish at the Pan American Games
- 2019 USA Synchro Athlete of the Year Award recipient
- Ran @artswimusa Instagram account, growing the account from 3k to 11.3k followers

EDUCATION

Stanford University

Stanford, California

Political Science B.A, Design B.S.

09/2021 - 06/2025

- Stanford Graduate School of Business Research Assistant for Nir Halevy, Founder and Director of Fashion X Market, Stanford BOSP Student Ambassador, Stanford MINT Magazine Event Coordinator

Stanford University Artistic Swimming Team

Stanford, California

Student Athlete

09/2021 - Present

- NCAA 2022, 2023 Champion in Trio and team events, NCAA 2024 2nd place finish Technical Individual event
- Named to first round All-American team 2022, 2023, 2024
- MPSF all-around Champion and Swimmer of the Meet 2022

SKILLS

Adobe Suite, Asana, Keynote, TouchDesigner, Sketchup, Figma, Blender, Excel, Powerpoint, Outlook, Sharepoint

LANGUAGES

English - Fluent

Russian - Fluent

German - Limited Working

Spanish - Limited Working