

JULIA GOFORTH

juliagoforth4@gmail.com

EDUCATION

Virginia Tech / Blacksburg, VA
Bachelor of Architecture
2013 - 2018

SKILLS

Landscape Design
Sales
Content Creator

Watercolor
Stained Glass
Gardening

LEAD DESIGNER

McDonald Garden Center
Virginia Beach, VA
APRIL 2022 - Present

Drafted and implemented in-house operating procedures to better enhance our customer's experience. Created sales tools for use in marketing our content and unique design staff's skills. Organized continued training for other designers on staff as well as for crew members. Worked as liaison between the Landscape Department and other departments within the company.

LANDSCAPE DESIGNER

McDonald Garden Center
Virginia Beach, VA
JULY 2019 - Present

Created custom residential Landscape designs for clients in the Hampton Roads area. Priced out the cost of installation for the designs created, and pitched the proposals to my clients at their homes. Met our install crew on site for implementation of my designs and ensured high quality and craft in the final installation on site. Experience using Excel, ProLandscape, & ImageEditor.

YOUTH EDUCATOR

Norfolk Botanical Gardens
Norfolk, VA
MARCH 2019 - NOV 2019

Taught school children ages 3 - 14 about local plants and wildlife living in the Norfolk Botanical Gardens. Special classes included dissecting owl pellets, creating found nature art, and recycled plastic water bottle air plant terrariums.

NURSERY WORKER

Riverbend Nursery
Riner, VA
MAY 2018 - AUG 2018

Maintained and cared for nursery crops throughout the farm. Drove tractors and fulfilled plant orders to be delivered to wholesale nurseries in the area. Manual labor in filling and attending to Live Roof Cells; to be used in vegetative assemblies.

PASTRY CHEF & DESSERT DESIGNER

Bollo's Cafe & Bakery
Blacksburg, VA
MAY 2017 - JUNE 2018

Designed custom desserts for a specialty New Year's event. Baked and decorated special order cakes and cakes to sell in the Bakery. Made cookies, bars, and other pastries. Official taste tester, for science.

RECOGNITION

PROMOTION - LEAD DESIGNER
McDonald Garden Center
Recognized for going above & beyond to create useful tools

SALES RECORD - \$512,000 in 2021
McDonald Garden Center
One of only two employees in company history to break \$500,000 in sales in a year

COURSES

2021 MAHSC
2020 MAHSC
Sandler Sales Bootcamp
Sandler Master Class

INTERESTS

Cats of all sizes
Italian food
Detective Fiction