



TheHighest.com

Eli Lesser-Goldsmith
p. +1 802.863.9111
c. +1 802.233.9998
e. Eli@TheHighest.com

ideas_design_creation_digital_web_technology

- Proactive
- Conscious
- Driven
- Energized
- Balanced

Professional Experience

Healthy Living Market

South Burlington, Vermont

Manager and Technical Consultant

Healthy Living is a full-service Natural Foods Store with over 90 staff operating in a 9000 sq/ft space with annual sales of over \$8 million. Managing duties include: meeting with staff, daily operation of the store, and visionary planning for the future of the business. Designed and implemented HealthyLivingMarket.com, the store's online arm. Daily consultations with staff on maximizing the benefits of computers. Designed and implemented computerized signage system and special order system. May 1998 – Present.

The Gillette Company / RightGuard.com

New Site Development

Web consultant and Aesthetic advisor.

Closely worked with BlackBullet.com team to build Right Guard a new and exciting website. Site has contest/sweepstakes functionality. In first month after launch, site saw over 100,000 visitors. 2003 - Present.

Mitsubishi Motorsports America | Subaru of America

Across America

On-Site Consultant, Strategist, Writer, Photographer

Working on the SCCA ProRally circuit, a 10-event rally car series held throughout the United States. Consulted on both companies initial rally websites. During the season, traveled to each event to provide live updates on the ground and on-site consultations. October 2001 - 2004

BlackBullet.com

Burlington, Vermont

Media consultant and Aesthetic advisor.

Worked with teams to build clean, functional, and beautiful websites. Ansoniarealty.com, Leffertsfore.com, rally.Subaru.com. Extensive travel to assist customers with all technical needs, including web site updates on-site, equipment purchases, all forms of problem solving. 2001-2004

Education

Brandeis University

Waltham, Massachusetts

Bachelor of Arts in Philosophy and Economics: May 1999.

Related Coursework – Managerial Economics, Aesthetics, Subjective Point of View, Issues in Business and Management, Theory. The relationship between Business and Philosophical beliefs helps me to quickly and efficiently solve problems while taking all factors into consideration. Currently Vermont Chair of Alumni Admissions Council.

Temple University Roma

Rome, Italy

Nine months in Italy studying in Rome and the surrounding areas.

Related Coursework – Extensive work in International Business, Art History, and Italian. Traveled throughout Europe and gained priceless life skills, knowledge in Business, Trade, and European culture. July 1997 – January 1998.

Languages & Skills

Languages – 8 years of French training, Italian immersion for 9 months with full fluency at the time

Computer Skills – Extensive work with Dreamweaver, Photoshop, Illustrator, database design. Expertise in web navigation, problem solving, and solutions.

Skills & Interests – Certified welder, NAUI scuba diver, US Parachute Association, mechanic, photography, 4x4 adventures, maple sugaring, Notary Public, professional bartender, lover of all things mechanical and musical, motorcyclist, sailor, accomplished alpine ski racer, hard-charging snowboarder, 6@28' off@34mph water skier, wakeboarder and world traveler.