

ABRAHAM N. GOOLSBY

Digitally directed . . . with dirt under the fingernails.

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Resilient. Adaptable. Resourceful. Versatile. Industrious.

My generation has been much scorned and even pitied of late, but I personally feel like my fellow Gen X-ers and I got the best of both worlds: in spite of all the tv and (primitive) video games, most of us ultimately spent more time getting dirt under our fingernails and reading actual books in our formative years than we did staring at screens. But we were undeniably the first digital generation. I was coding BASIC on my dad's TRS-80 before reaching my teens. And since coming of age, I've layered in a robust grounding in the Classical Liberal Arts as an ever-curious, insatiably autodidactic adult, keeping me grounded in analog reality – and eternal principles – while I tackle the promises (and uncertainties) of the increasingly digital future. This too has served me well. The Laws of Logic are the framework upon which JavaScript

and Python are constructed, after all, and at least half the battle in effective prompt writing for LLMs rests upon the ability to articulate clearly and avoid ambiguity. So, bring it on! Throughout it all, I remain, as ever, committed to creative resourcefulness, devoted service, and dependable craftsmanship in all that I do, which most notably includes the following spheres of specialization:

Digital / AI Development

For the past dozen years or so my expertise has been employed mainly in the area of content creation, deployment, and management for digital applications, with corresponding growth in the areas of both front-end and back-end development. More recently, the smart and disciplined leveraging of AI has become an area of increasing interest and proficiency. (My [LinkedIn](#) profile is currently the best place to follow my activity and progress in this area.)

Editorial / Copywriting

As an avid reader, a love for language and well-formed words is an undeniable aspect of my character. I enjoy and am adept at employing my skills as a wordsmith, both as a creator of original written content and as an editor of the work of others. Tired of the fragmentary, incoherent banality that predominates so much contemporary verbal content (especially online)? I can definitely help with that.

Graphic Design / Illustration

With an early career centered around crafting engaging visual communication and design for print, those same basic skills have translated handily as the focus has shifted ever-increasingly to the digital realm in more recent years.

Classical Education

My involvement with Classical Christian Education stretches back 25 years. While it is a passion which has occasionally emerged to the foreground for brief periods throughout my career, it and its associated interests are constantly at work in the background, informing virtually everything else that I do.

SKILLS & SERVICES

Digital: AI/Cloud

- Prompt writing for LLMs (Chat-GPT, Claude, Gemini)
- Cloud computing infrastructure
- AWS – pursuing certification as Certified Cloud Practitioner
- Google Cloud

Digital: Front End

- HTML
- CSS
- Javascript
- React
- Wireframing and UX design

Digital: Back End

- DNS Management
- Web Host/Server Management
- cPanel
- Python
- PHP
- SQL/MySQL
- Git
- Docker (OrbStack)

Editorial / Copywriting

Some examples of my editorial work for my present employer may be perused at rfdtv.com/abe-goolsby.

- News-focused reporting
- Long-form evergreen content for web

Design: Digital

My design and illustration portfolio is available at officinaabrahae.com.

- Responsive design and coding
- UX for sites and mobile apps
- Digital ad design, deployment, and support
- Email template design

Design: Print

My design and illustration portfolio is available at officinaabrahae.com.

- Branding and Corporate ID
- Book and Publication Design
- Advertising
- Packaging
- Posters
- Brochures, catalogs, invitations, newsletters, presentations, etc.

Illustration

My design and illustration portfolio is available at officinaabrahae.com.

- Pen-and-ink/scratchboard
- Pencil
- Oils, watercolors, various other media

Classical Education

As an educator, I have experience and aptitude in the following areas:

- Latin
- Formal Logic
- History, Humanities, and Literature
- Bible & Theology
- Aesthetics & Studio Art Instruction

Other

- Email Marketing: Content creation, deployment, database management (familiarity with: Klaviyo, Upland/Second Street, Delivra, Mailchimp, Emma)
- Data analytics (Google Analytics)
- Online Advertising (Google Ad Manager, Google AdSense, etc.)
- Social Media Management

PROFESSIONAL EXPERIENCE

2013–present	Director of Digital Content – RFD-TV (Rural Media Group)
2008–present	Independent Graphic Designer, Etc. – Officina Abrahae
2014–2021	Adjunct Professor, Typography – Belmont University
2004–2008	Director of Development, Latin Teacher – Artios Academy
1995–2006	Art Director – Anderson Thomas Design

EDUCATION

1995	Bachelor of Fine Arts, Graphic Design Middle Tennessee State University Minor: Business Administration <i>Cum Laude</i>
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References available upon request.