

Brendan Goforth

COLUMBUS, OHIO

Product Marketing | Go-to-Market Strategy | Sales Enablement

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brendangoforth.com



Marketing professional with experience across medical devices, sports media, and digital content. Owns end-to-end go-to-market strategy for recent Vilex product launches, following earlier launch-support responsibilities across eight launches. Conceived, developed, deployed, and manages two education and sales-enablement platforms serving 150+ combined users. Combines cross-functional collaboration, technical storytelling, digital strategy, and hands-on execution.

EXPERIENCE

Vilex, LLC

Foot and Ankle Medical Device Company

Jan 2024 – Present

Social Media Manager

Go-to-market strategy, digital platforms, medical education, and content strategy.

- Own digital marketing strategy and execution across social, email, web, and video.
- Launched the Vilex mobile app and Vilex Academy, the company's first on-demand surgeon education platform.
- Built and operate the in-house film studio; direct surgical filming in the operating room.
- Lead creative for national sales meetings and overhauled company collateral.
- Manage web, app, and 3D animation vendors plus one direct report.

FOUNDER PROJECT

Codex Heim Novel Writing Software for Fantasy Writers

Early 2026

Founder

Built and launched the product using AI tooling and SaaS platforms. codexheim.com

SKILLS & TOOLS

MARKETING

Go-to-Market

Cross-Functional Leadership

Growth Strategy

Campaign Execution

PLATFORMS

Webflow

Mailchimp

Google Analytics

MailerLite

Meta Business Suite

CREATIVE

Adobe Creative Suite

DaVinci Resolve

Avid Pro Tools

Audacity

OBS

AI & SAAS

ChatGPT

Claude Code

GitHub

Lovable

Supabase

Vercel

Render

Cloudflare

EARLIER WORK

BCSN (Buckeye Cable Sports Network)

Aug 2021 – Dec 2023

Social Media Specialist

- Launched new marketing initiatives that directly grew sponsorship revenue.
- Drove 20+ million views with short-form vertical video.
- Wrote, engineered, and produced a cable podcast show.
- Produced game-day photo, video, and graphics for a regional live-sports network.
- Promoted from Social Media Support Staff.

Aug 2021 – May 2022

Bowling Green State University Content Creator, Men's Soccer

Jun 2023 – Nov 2023

Match-day photo, video, and social content across the season.

Lake Erie Crushers Video Production Intern

May 2021 – Aug 2021

Promotional video for home games with the Marketing Director.

Aimee, Social Media Manager

Oct 2021 – Feb 2022

WBGU-PBS / BGSU Creative Video, Production Asst.

Aug 2021 – Nov 2021

EDUCATION

Bowling Green State University

B.A., Communication and Media Studies

2019 – 2022

Lorain County Community College

2017 – 2019

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