

JEFF GARNER

Digital Marketer


Marketing Strategist

Web Designer/Developer

PROFILE

For the last seven years I have been the Assistant V.P. in University Marketing & Communications at Florida Gulf Coast University responsible for digital and traditional marketing initiatives that included brand management, campaign strategy and implementation. I led the redesign of the university's website and implemented numerous systems that support enterprise communication and automation. Prior to FGCU, I was the Director of Communications at the University of Central Florida and Director of Technology at Duke University. I use technology to achieve business objectives and to make happy customers. I am considered a quick thinker, problem solver, and adaptable team member with an entrepreneurial can-do attitude.

CONTACT

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EXPERIENCE

Florida Gulf Coast University

ASST. V.P., UNIVERSITY MARKETING & COMMUNICATIONS
OCT. 2015 – NOV. 2022

Managed and guided the technical and creative teams that designed and supported the university websites, digital marketing initiatives SEO and overall analytics. The website generates 19 million pageviews annually. Served on numerous technical, strategy, ADA, digital badge, and emergency communications committees. Planned and implemented the website CMS, email marketing, and approximately 100 other online tools. Developed relationships and managed outside agencies as part of multi-channel marketing campaigns.

University of Central Florida Alumni Association

DIRECTOR, COMMUNICATION
JUNE 2005 – SEPT. 2015

Served as subject matter expert on digital marketing for alumni and UCF Foundation communications teams. Created the web/social media network infrastructure to support our mission and marketing goals.

Duke University Alumni Relations

DIRECTOR OF TECHNOLOGY
SEPTEMBER 2002 – APRIL 2005

Served as a digital strategist responsible for helping senior management define and implement marketing programs and services using technology to strengthen alumni relations ROI. Managed vendor relations and infrastructure to support more than 250 microsites that served the Duke community. Developed the editorial calendar and maintained a flow of content to constituents and business partners.

SKILLS

- Advanced Marketing Strategist
- Business Development/Partner Relations
- Web/Digital Campaign Management
- Email Campaign Design, Management and Analysis
- Highly Technical Related to Web, Digital Marketing/SEO/Google Analytics
- Google Tag Manager/Editorial Content Management
- Multimedia Marketing/Multichannel OTT
- Program Management/Product Management
- Sales Support/Staff Training/Internal Comms
- Team Hiring and Management
- Website/CMS Management/ADA/Usability

EDUCATION

University of Central Florida

BSBA Business Administration — Marketing, 1989

University of Miami

Business Administration — 1986-1987

LICENSES, CERTIFICATES CONTINUING TRAINING

- Constantly learning through LinkedIn Learning, digital strategy/marketing books and Salesforce
- FAA Licensed Private Pilot
- FAA Licensed Aircraft & Powerplant Mechanic
- FAA Licensed Part 107 Commercial Drone Pilot
- SEMRUSH Academy Certification
- Facebook, LinkedIn, Google, Microsoft Ad Platforms