

Jeffrey Garner

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BACKGROUND

For the past seven years, I served as the Assistant V.P. in University Marketing & Communications at Florida Gulf Coast University (FGCU). I was 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 the backbone of university marketing, 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. My strengths include innovative marketing tactics, team building, relationship development, and using technology to achieve business objectives. I am considered a quick thinker, problem solver, and adaptable team member, with an entrepreneurial can-do attitude. I believe that each day is an opportunity to be bigger and better than the competition, faster to market with the right solutions, and smoother in implementation and delivery to make customers happy.

HIGHLIGHTS

- Six years of experience with the Omni/Modern Campus products, services, and support teams.
- Proven history of creating effective marketing campaigns with measurable ROI for web/email/text messaging/advertising.
- Responsibility for rapid response development of marketing and sales support materials at Seagate Software for the entire line of Backup Exec and related product lines.
- Experienced in competitive analysis reviews and developing sales and marketing materials to win against competitors. This included data sheets, web content and supporting materials used by sales for client presentations.
- Collaborated with product marketing managers and senior management to develop product roadmap plans.
- Built a successful career in the technology/university markets, developing teams, the vision, standards, design, and infrastructure to support marketing and digital strategy that strengthens brands and achieves organizational goals.
- Extensive knowledge of the web, digital marketing, analytics, tag manager, and emerging technologies, along with enterprise-level content management systems such as Modern Campus/Omni, WordPress, and Joomla.
- Experienced in designing and developing responsive websites that are ADA-compliant.
- Have managed the digital marketing budget and our overall team budget of \$1.7 million in 2022. During fall 2022, I managed the budget for campaigns totaling \$875,000 covering print advertising, radio, digital marketing, and billboards.
- Served as a brand champion for numerous campaigns, including primary contact with public relations agency, visual identity development, messaging, and supporting sales/promotional resources.
- Experienced with print/digital advertising, partner marketing, tradeshow /sales support throughout the customer lifecycle.
- While using the Modern Campus products, our team maintained a library of website sections that demonstrated the most innovative uses for our internal clients that were used as templates and demo sites.

PROFESSIONAL SUMMARY

- Sales Support/Staff Training/CRM Data Quality
- Digital Strategy/Social Media/UX Planning
- Marketing Strategy/Brand Management
- Google Analytics/Tag Manager/SEO
- Business Development/Partner Relations
- Website/CMS Design and Management
- Design/Graphics/Photography/Video
- Editorial/Success Story Content Management
- Email Campaign Development/Management
- Program Management/Product Management
- Workflow Management
- Vendor Management
- Mobile App Design/Development
- Team hiring and development

CAREER SUMMARY

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Florida Gulf Coast University

Assistant 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.
- Initiated countless strategic brand-building initiatives for the university and college-level programs.
- Developed relationships and managed outside agencies as part of multi-channel marketing campaigns.
- 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 including work management systems for job prioritization and time management.
- Led and participated in countless creative initiatives that supported FGCU brand-building and admissions.
- Was a team member that branded and launched the FGCU Water School. This included awareness campaigns and ongoing marketing and digital campaigns.
- Implemented workflow systems such as Basecamp, Monday and explored Wrike as an option for the team.
- Skilled as a self-sufficient problem solver and overcame many challenges during the last seven years.
- Credited with building many web resources that vendors now use for their own demos.
- Have the experience to direct marketing/advertising initiatives, and the hands-on experience to build all aspects of digital marketing and SEO campaigns.
- Have extensive marketing database management and mass email marketing experience.
- Enjoy content development and bringing the brand vision to life through storytelling.
- Implementation team member on the Ocelot project that introduced bot technology for users.

University of Central Florida Alumni Association/UCF Alumni Relations

Director, Communication: June 2005 – Sept. 2015

Responsible for all alumni communications and marketing support for the university/primary PR agency contact.

Managed a small team of professionals that supported 25 staff members, including management, analytics, event management and customer/alumni services. The team averaged more than 700 jobs annually and managed email campaigns that delivered more than 7 million messages annually.

Created the web/social media network infrastructure to support our mission and marketing/communication goals.

Managed the design, implementation and ongoing content delivery using fully responsive WordPress and Joomla websites.

Implemented numerous systems to support communications and marketing, including Bronto email system, Apple/Android mobile apps, business directories, intelligent form system, Hootsuite Enterprise, Basecamp, work order system and others.

Served as subject matter expert on digital marketing for alumni and UCF Foundation communications teams.

Duke University Alumni Relations (Durham, NC)

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 and maximize ROI in all areas of the organization.

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.

MarketingWorks, LLC (Durham, NC)

Co-Founder: June 2001 – September 2002

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- MarketingWorks was a freelance company formed by ex-KOZ.com managers following the closing of KOZ.com. We provided online community consulting, website design and traditional marketing services.

KOZ, Inc. (Durham, NC)

Senior Product Manager: June 1999 – April 2001

- Responsible for managing the Community Publishing System (CPS) product line and sports marketing programs. Duties included product road maps, brand management, new program development and launches, strategic planning, and competitive analysis. This was a B2B role that served enterprises-level customers across the U.S.
- Responsible for \$6.7 million revenue line and management of five staff members to oversee 4,900 websites.

EARLIER EXPERIENCES

- Seagate Software: Data Protection Market
- Harward Technical Enterprises: Municipal Software Solutions
- Micro Design: Optical Storage Hardware and Software
- Progressive Data Solutions: Healthcare (Went through IBM sales training program as an IBM Business Partner)

EDUCATION/LICENSES

- University of Central Florida, BSBA Business Administration — Marketing, 1989
- University of Miami, Business Administration
- Numerous CAMMP and CASE Conferences/Continuing Education/Webinars
- Constantly learning through LinkedIn Learning, digital strategy/marketing books
- Currently working on Salesforce Certification through the Trailhead learning management system
- FAA Licensed Private Pilot and Part 107 Commercial Drone Pilot
- FAA Licensed Aircraft & Powerplant Mechanic

SOFTWARE/TECHNICAL SKILLS (PC/Mac/Mobile)

All tools listed below are routinely used to support marketing and digital communications at an enterprise level:

- WordPress/Joomla/OMNI CMS
- MailChimp, Constant Contact, Bronto Email
- SEMRUSH.com + ScreamingFrog.com
- Google Analytics and Webmaster Tools
- Adobe Creative Suite – Web/Design Apps
- MS Office Suite Tools
- Formstack/Eventbrite/Canva/SimpleTexting
- HTML5/CSS3/JQuery/Coding Tools
- CrazyEgg.com
- Basecamp III and Monday.com
- Blackbaud Raisers Edge, Query, Export, Admin.
- Domain and DNS Management Tools
- Webserver Management Tools/cPanel, etc.
- Extensive Experience in RC Planes and Drones
- Experienced in Aerial Video/Photography
- Custom Driver's License Scanning App

PROFESSIONAL AFFILIATIONS/COMMITTEE MEMBERSHIP

- FGCU Technology Committee
- FGCU ADA/Accessibility Steering Committee

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- FGCU Emergency Management Communications Committee
- FGCU Strategic Roadmap Steering Committee
- UCF Alumni Board of Directors – staff member
- UCF *Pegasus Magazine* Advisory Board – alumni representative
- Council for Alumni Membership and Marketing Professionals – digital strategy/volunteer web communication manager
- UCF Downtown Expansion Committee – alumni/communications member
- University-wide Strategic Planning Committee for UCF – alumni/communications representative
- UCF Foundation Data Governance Committee and Events Committee – alumni/communications representative
- Blackbaud and NetCommunity software implementation team – alumni representative
- Featured speaker at various CAMMP conferences and CASE III conferences on marketing and social media

CURRENT AREAS OF PROFESSIONAL DEVELOPMENT AND COURSES COMPLETED IN 2022

- Google Analytics (GA4): Audience-Building and Segmentation
- Coaching and Developing Employees
- The Super bosses Playbook
- Advanced Google Ads
- Advertising on Facebook: Advanced
- How to retarget on Facebook – 2022
- Salesforce – Currently taking courses