

Jacki Giardina

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JACKI GIARDINA BIOGRAPHY:

As a marketing professional and event representative, Jacki has over a decade of live event, concert, and brand marketing experience, and has done just about everything in the promotions world. An engaging public speaker, Jacki easily draws a crowd and has served as an emcee, brand ambassador, TV spokesperson, tour manager, concert coordinator, and voice-over talent.

Jacki offers her clients a winning combination: she is professional and prompt with a wonderful personality, and a great aptitude for learning and sharing new information. Jacki graduated from The University of Central Florida with a Bachelors degree in Radio/Television Communications. She is well informed on marketing trends, and highly skilled in using all forms of communications software and technology.

Formerly the Marketing Director and Talent Buyer for companies such as **Live Nation**, **House of Blues** and **Cox Media Group**, Jacki excels in coordinating large events and has a long track record of client satisfaction.

Jacki's skills are quite diverse and in addition to her aforementioned talents, she has served as a public service announcement spokesperson, gathered crowds, managed booths, made demonstrations, performed comedy, and even wrote and published her own comic memoir. Gifted with excellent management and people skills, Jacki is often chosen by clients to manage tours and emcee around the country. She has recently opened a 6,800 capacity Amphitheater for Live Nation in Tennessee.

Jacki currently lives in Nashville, TN as an Entrepreneur. She enjoys music, athletics, writing, and being outdoors. Vivacious and professional, she is a true pleasure to work with. Her public speaking, marketing and comedic skills combine with her friendly, reliable nature to make her a great asset to any team.

EVENT/TALENT RESUME:

Tour/Field Management

NCAA March Madness Event Manager and Emcee; Los Angeles, CA Mar 2012
Kellogg's Special K National Weigh In Day Field Manager; Los Angeles, CA Jan 2012
Boars Head College Promotion Field Manager; Gainesville FL Sep-Nov 2011
Kellogg's Frosted Flakes Summer Promotion Field Manager; Florida Markets, June-Aug 2011
Little League World Series via Kellogg's Frosted Flakes; Event Manager and Emcee; August 2011
Pokémon Black and White Tour, Tour Manager/Emcee; Cleveland OH, Memphis TN, Indianapolis IN, Philadelphia PA, Jersey City NJ, Atlanta GA, Jacksonville FL Jan-March 2011

Emcee/Host

Ascend Amphitheater and Metro Parks Community Day; Nashville TN Summer 2015
House of Blues Summer Nights on The Deck; Myrtle Beach SC Summer 2013-14
MLS All-star Soccer Festival Event Manager and Emcee; Kansas City MO July 2014
NCAA March Madness Event Manager and Emcee; Los Angeles, CA Mar 2012
Disney Marathon Expo Ocean Spray Craisin's Emcee; Orlando, FL Jan 2012
Little League World Series via Kellogg's; Event Manager and Emcee; Williamsport, PA August 2011
Pokémon Black and White Tour, Tour ; Emcee; 9 Cities 2011
Happy Time Entertainment Karaoke and Event Host; Naples, FL 2011
CJ Foods Ambassador and Emcee; Orlando, FL Oct 2011
Various Concerts for House of Blues and Live Nation; Stage Announcer; 2007-2013
Women's Business Seminar Rosen Plaza; Facilitator/Host; Orlando, FL; June 2006
Nickelodeon Slime Time Live Co-Host; Orlando, FL; 2001
Disney's MGM Studios Backstage Pass Tour; Tour Guide/Host; Lake Buena Vista, FL; Sep 1999

Trade Show/Convention/Expo

Americas Beauty Show; Appointment Reminder; Booth Hostess; Chicago IL March 2017
Traffic and Conversion Summit; Picreel; Booth Hostess; San Diego CA March 2017
Technology & Maintenance Council Expo; King Pin Specialists Booth Hostess; Nashville TN Feb 2017
Technology & Maintenance Council Expo; King Pin Specialists Booth Hostess; Nashville TN Feb 2016
Nutrition and Dietetics Convention; Daiya Ambassador; Nashville TN Oct 2015
Technology & Maintenance Council Expo; King Pin Specialists Booth Hostess; Tampa FL Feb 2012
Disney Marathon Expo; Ocean Spray Craisin's; Booth Hostess; Orlando, FL Jan 2012
Orlando Woman's Show; House-Autry Mills; Promo Manager; Orlando FL Oct 2011
McLane National Trade Show; Crave Chocolate Milk; Promo Model; Orlando FL April 2011
Southern Woman's Show; Chevy Ride and Drive Registration ;Orlando, FL; Nov 2011
Zumba Fitness Convention; Fitness Model; Orlando FL; Aug 2010
Premier Beauty Show 2010; De Fabulous Promo and Hair Model; Orlando, FL; June 2010

Brand Ambassador

Southwest Airlines Rally; Brand Ambassador; Nashville, TN February 2017
FYLO Brand Ambassador; Nashville, TN March 2016
SEC Basketball Tour Brand Ambassador; Nashville, TN March 2016
Cardiff Skate Co; Brand Ambassador; Nashville, TN December 2015
US Army School Program; Brand Ambassador; Orlando, FL April 2012
Arnold Palmer Invitational; Nature Valley Brand Ambassador; Orlando, FL March 2012
Xbox Dance Central 2; NCA Cheerleading Disney; Brand Ambassador; February 2012
Orlando Magic Fan Fest; Brand Ambassador; Orlando FL Jan 2012
Monster Jam; Brand Ambassador; Orlando FL Jan 2012
Justin Bieber "Someday" Fragrance Orlando FL February 2012
Chandler Farms Lotion Orlando FL January 2012
Pet-A-Palooza Brand Ambassador; Sanford FL Nov 2011
Metro PCS Ambassador; Orlando FL Nov 2011-Current
Microsoft Xbox Kinect Tour; Product Ambassador; Orlando FL Dec 2011
US Army SIAZ Tour; Event Ambassador; Orlando FL Nov 2011
Microsoft Xbox Kinect Tour; Product Ambassador; Orlando FL Oct-Dec 2010
Chevy Ride and Drive at Brad Paisley Concert ; Registration and Demo; Daytona Beach, FL; Aug 2010

Wine/Liquor Sampling

Cristalino Sparkling Wines Demo Model; Orlando FL Dec 2011-2012
Mirassou Wines Demo Model; Orlando FL Nov 2011
New Amsterdam Liquor Demo Model; Orlando FL Nov 2011-2012
Graffigna Wines Demo Model; Sanford FL May 2011
Naples Food and Wine Festival; Wine Tasting Model; Naples, FL; Jan 2008

Food/Beverage Sampling

Organic Valley Whole Foods Nashville, TN September 2015-Current
Tasty Bite The Turnip Truck Nashville, TN September 2015-Current
Mighty Bar Whole Foods Nashville, TN September 2015-Current
Bell Chevre Whole Foods Nashville, TN September 2015-Current
Emmi Roth Whole Foods Nashville, TN September 2015-Current
Kerrygold Whole Foods Nashville, TN September 2015-Current
Good Belly Whole Foods Nashville, TN September 2015-Current
Late July Snacks Whole Foods Nashville, TN September 2015-Current
Wholesome Snacks Whole Foods Nashville, TN September 2015-Current
Odwalla Whole Foods Nashville, TN September 2015-Current
Uptons Whole Foods Nashville, TN September 2015-Current
Veggie Fries Whole Foods Nashville, TN September 2015-Current
Stonyfield Yogurt Whole Foods Nashville, TN September 2015-Current
Simple Mills Whole Foods Nashville, TN September 2015-Current
Elements Snacks Whole Foods Nashville, TN October 2015- Current
Suja Classic Whole Foods Nashville, TN September 2015-Current
Daiya Ambassador; Diet and Nutrition Convention Nashville TN Oct 2015
Nature Valley Brand Ambassador; Orlando FL March 2012
Sobe; Brand Ambassador; Gainesville FL Dec 2012
Casal Whole Foods Demo; Orlando, FL; Oct 2011
Bubbies Premium Ice Cream Demo; Orlando FL Nov 2011
CJ Foods Ambassador; Orlando, FL Oct 2011
Crave Chocolate Milk; Promo Model Orlando FL April 2011
Coca-Cola; Brand Ambassador; Kissimmee, FL Dec 2010
Naked Juice; Brand Ambassador; Orlando, FL Oct 2010

Event Management/Coordination

As House of Blues- Promotions Manager

Voodoo Halloween Party House of Blues Creation, promotion and ops; Myrtle Beach SC Oct 2012-2014
Sailor Jerry Tattoo Competition House of Blues: Creation, promotion and ops; Myrtle Beach SC Aug 2014
Brews, Blues and BBQ House of Blues; Creation, promotion and ops; Myrtle Beach SC Aug 2012-2014
MB Wine and Arts Festival House of Blues; Creation, promotion and ops; Myrtle Beach SC July 2014
Brews-a-Palooza House of Blues; Creation, promotion and ops; Myrtle Beach SC July 2012-2014
Monday After the Masters Golf Event; House of Blues Promotions; Myrtle Beach, SC; April 2009
Dog Day Afternoon Event; House of Blues Myrtle Beach, SC May 2008

As Cox Radio Marketing Director and Coordinator

WMMO Eola Wine Company Downtown Pour; Event Coordinator; Orlando, FL; May 2007
WMMO Downtown Concert Series; Event Director; Orlando, FL; Oct 2005-Aug 2007
Rock 4-Ever Charity Golf ; WMMO Event Director at Metrowest Golf Club; Orlando, FL; April 2007
Calle Orange; Event Coordinator/ Power 95.3 Brand Representative; Orlando, FL; Sep 2006
Power 95.3 Extreme Car Expo; Event Coordinator; Orlando, FL; Aug 2006
Lake Eola 4th of July Event; Event/Client Coordinator; Orlando, FL July 2006
Ocoee Founders Day; Event Coordinator; Ocoee FL Oct 2006
John Boy and Billy Charity Golf Tournament; Event Coordinator: Orlando FL Dec 2004-2005
WHTQ Saltwater Classic; Event Coordinator/Registration; Port Canaveral, FL; May 2005

Voiceovers/Radio

Voiceovers for various promo videos for these companies: Ongoing; Extendware, Stratejos, Appointment Reminder, Life Scavenger, Statica, Quotaguard, Kingpin Specialists, Picreel
Cox Radio Events Radio Spots; Voiceover Talent; Orlando, FL; July-Sep 2000
House of Blues Radio Spots; Voiceover Talent; Myrtle Beach, SC; 2008-2014

Television

South Carolina Sexual Harassment Training Group; Talent; Myrtle Beach, SC; June 2008
Travel Channel Orlando Talent; Orlando, FL; Oct 2006
Nanny 911; Casting Specialist; Orlando, FL April 2006
Pamplin Productions Universal Studios; Location Scout; Orlando, FL; April-Aug 2002
Nickelodeon Studios Slime Time Live; Co-Host; Orlando, FL; Jan-May 2004
Tinnitus Public Service Announcement; Spokesperson; Orlando, FL; June 2007
Dr. G Medical Examiner; Discovery Health Network; Talent (2 Episodes); Orlando, FL; May 2007

Guerilla Marketing/Street Team

Darksiders II Video Game Release; Promo Representative; Orlando FL Nov 2011
Blue Cross Blue Shield; Promotional Representative; Orlando FL Oct 2011-Current
Kellogg's Frosted Flakes Summer Camps; Orlando FL Jun-Aug 2011
Western Union Promotional Manager; Orlando FL; May 2010
Calling Card Promotion; Myrtle Beach SC June 2008

Staffing Agencies and Experiential Marketing Company References

Attack! Marketing, BPI Marketing, Busy Bee Promotions, Charmed Promotions, Encompass Promotions, Encore Marketing, Event Pro Strategies, Events and Promotions, Forte Event Marketing, Gigunda Group INC, GMR Marketing, GC Marketing, MKTG INC, M2W INC, Rockin' Talent, Team B and C Marketing