

Jacki M Giardina

Work Experience

Entrepreneur Blue Lava LLC 2015-Current

Chief Operating Officer

Extendware Magento Extensions

- Manage a multi-national customer service team across multiple time zones leading to a decrease in refunds, increase in customer satisfaction, and increase in revenue.
- Built and deployed multiple Infusionsoft re-marketing programs and Facebook and LinkedIn Campaigns.
- Manage customer service, technical team, accounting, marketing, website design, blog and newsletter content, partnership programs, and customer success missions

Quotaguard Static

- Revamped Website and customer upgrading procedures growing company to maximum revenue within one year
- Manage partnership programs and social media

Appointment Reminder

- Provide on-boarding that supports hundreds of customers across the United States and Canada
- Revamped Website, created tutorial videos, and rebranded company after acquisition
- Market brand at genre specific conventions, create campaigns on social media and google AdWords

Owner

Fitness Shelf

- Acquisition and rebranding of website and blog content
- Implementation of Amazon Affiliate Program, Google AdWords, WordPress management, and Google AdSense

Fishing Recreation/Peak Performance Fishing Owner

- Acquire new content, blogs, and videos and manage social media

Life Scavenger-iPhone App

- Created concept and all efforts in development
- Market, Promote and Brand App via various means of Advertising

Live Nation/House of Blues 2007-2015

Director of Marketing Tennessee Nashville, TN

- Implemented the marketing plan and branding of Ascend Amphitheater
- Organized press conference, publicity and media events for amphitheater opening
- Manage concert promotion, social sites, websites, street team, events, meet and greets and all onsite activity
- Purchase media including TV, Radio, Print, Digital, Social and Outdoor advertising for pertaining concert events

Jr. Talent Buyer and Promotions Director/House of Blues Myrtle Beach, SC

- Created and executed events, booked national and local talent, and tours
- Hired daily and nightly entertainment for the HOB Concert Hall, Crossroads Restaurant, Indigo Room, and The Deck Outdoor Music Venue
- Managed concert publicity, social sites, websites, street team, events, radio/TV promotions and schedules, meet and greets and all onsite activity
- Emceed events, created and voiced radio spots and represented venue via local media
- Created "The Deck"; A 600 capacity concert venue and bar, currently approaching its fourth year

Director of Marketing Charlotte, NC

- Created and executed marketing plans, budget, media buying and promotions for national acts at Fillmore Charlotte, Uptown Amphitheater and Verizon Wireless Amphitheater
- Managed publicity, social sites, websites, street team, events, radio promotions, meet and greets and onsite activity

Promotions Manager /House of Blues Myrtle Beach, SC

- Executed promotions, brand management, media buying and marketing plans throughout region to promote national acts at House of Blues Myrtle Beach
- Booked local talent and assisted in booking National acts and Tours
- Assisted band management, record labels, ticketing, and local media with radio promotions, fan clubs and show accommodations

Cox Radio Orlando 2004-2007

Director of Marketing 98.9 WMMO Orlando, FL

- Branded the WMMO name via means of events, appearances, and client integration
- Managed a budget for station events and successfully and passionately produced, coordinated, and executed the WMMO Downtown Concert Series
- Generated unique ideas and customized promotions for clients and managed all on air, online and onsite events for the station

Events Group Coordinator Orlando, FL

- Coordinated logistics and assisted clients with on-site set up, promotional assets, and information at events for Cox Radio stations including WKKA, WMMO, WPYO, WCFB, WHTQ, and WDBO
- Contributed in overall production of city events, concerts, golf tournaments, festivals, and sporting events

Account Manager 96.5 WHTQ Orlando, FL

- Created and sold unique advertising ideas for clients through radio, internet, and event opportunities
- Created radio copy and assisted clients on site and with marketing needs

Nickelodeon Studios Viacom 2000-2001

Intern/Co-Host Orlando FL

- Assisted with crowd control, set creation, on camera talent, craft services and general research for Nickelodeon Games and Sports Network and Slime Time Live

Education

University of Central Florida 1998-2003

Bachelor of Arts Radio Television Communication