

Jacki M Giardina

Work Experience

Entrepreneur Blue Lava LLC 2015-Current

Voiceover Artist

Various Radio, Software Tutorials, TV, Podcasts, Advertising Spots

- Full time voiceover artist and studio owner with specialty in business software, social media promotional videos, explainer videos, and radio and TV commercials.

Owner

Extendware Magento Extensions (2015-2020)

- Managed 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.
- Managed customer service, technical team, accounting, marketing, website design, blog and newsletter content, partnership programs, and customer success missions

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/Morning Show Host 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
- Co-hosted morning show and various other events.

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

EVENT/TALENT RESUME:

Emcee/Host

Academy Sports CMA Fest: Nashville TN
Ascend Amphitheater and Metro Parks Community Day: Nashville TN
House of Blues Summer Nights on The Deck: Myrtle Beach SC (Year Gig)
MLS All-star Soccer Festival Event Manager and Emcee; Kansas City
NCAA March Madness Event Manager and Emcee; Los Angeles, CA
Disney Marathon Expo Ocean Spray Craisin's Emcee; Orlando, FL
Little League World Series via Kellogg's; Event Manager and Emcee; Williamsport, PA
Pokémon Black and White Tour, Tour ; Emcee; 9 Cities
Happy Time Entertainment Karaoke and Event Host; Naples, F'L
Various Concerts for House of Blues and Live Nation; Stage Announcer;
Women's Business Seminar Rosen Plaza; Facilitator/Host; Orlando, FL;
Nickelodeon Slime Time Live Co-Host; Orlando, FL (Year Gig)
Disney's MGM Studios Backstage Pass Tour; Tour Guide/Host; Lake Buena Vista, FL (1.5 Year Gig)

Voiceovers and Radio (Home Studio and Radio Stations)

Home Speech Home App: VO
House of Blues Commercial Radio Spots (Over 40 Concerts/Events)
Cox Radio Commercial Tags and VO (Over 50 Various)
Plant Based Products Plastic Website PSA VO
Appointment Reminder Tutorial and Promo VO
Extendware Extensions VO (Various)
Fairvilla Megastore Radio Commercial VO
Aetna New Employee Video VO
Surely Insurance Promo VO
Fair Sugar Policy Website PSA VO
Bloomberg Philanthropies PSA VO
QuotaGuard Explainer VO
Parking Pal App VO
Static Explainer VO
Bipartisan Policy PSA VO
Lifescavenger App VO
Traffic Tagger Explainer VO
Allay Project PSA VO
Kingpin Specialists Promo VO
Megagamez Radio Commercial VO
Picreel Podcast Host
Stratejos Explainer VO

Television

Smarter Nashville: Host: Nashville TN
Tell Me a Story Season 2 CBS: Detective; Nashville, TN
Slim and Husky's Pizza Commercial: Patron; Nashville, TN
Beach TV House of Blues; Host/Guide Entertainment Segment Myrtle Beach SC
South Carolina Sexual Harassment Training Group; Talent; Myrtle Beach, SC
Travel Channel Orlando Talent; Orlando, FL
Nanny 911; Casting Specialist; Orlando, FL
Pamplin Productions Universal Studios; Location Scout; Orlando, FL
Nickelodeon Studios Slime Time Live; Co-Host; Orlando, FL
Tinnitus Public Service Announcement; Spokesperson; Orlando, FL
Dr. G Medical Examiner; Discovery Health Network; Talent (2 Episodes); Orlando, FL

