

# James William Gardner

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Online Portfolio: <http://www.jwgardner.homestead.com>

## Position Objective

Results-oriented, experienced, strategic advertising and marketing professional seeking a position of responsibility using proven, award-winning design, advertising and marketing skills, creativity and knowledge.

## Professional Experience

**President**, J.W. GARDNER DESIGN, ADVERTISING & MARKETING, *Rocky Mount, VA. 2002 - Present*  
Award-winning print and Web site design, copywriting and marketing for a variety of local and national clients. Web site design and content management, newspaper and magazine advertising, media buying, radio advertisements, collateral marketing materials, employee and community newsletters.

Accomplishments:

- <http://www.jwgardner.homestead.com> <http://www.sjmcmd.org> (upcoming redesign)
- Developed strategic marketing plans for numerous clients that included web site development, e-marketing, media and trade show scheduling.
- Developed numerous business and marketing plans and qualitative and quantitative market studies.
- Experienced in new product development and senior management planning and product positioning.
- Negotiated media contracts that resulted in saving clients thousands of dollars.
- Developed award-winning web site and managed content.
- Planned and implemented numerous branding and niche marketing campaigns for clients that significantly increased volumes and awareness.
- Developed and implemented award-winning internal and external publications.
- Created numerous cross-media ad campaigns.
- Experienced in art direction for in-house, contract production and as agency liaison.
- Hands-on creative design experience: retail packaging, trade show exhibits and environmental design, video and animation, billboards, interior and exterior signage, print design, production and web design.
- Developed, implemented and managed effective direct mail programs including periodicals, newsletters and specific product promotion pieces.
- Experienced in public relations advertising, national publication insertion articles, direction of feature editorial content for national publications, as well as print press releases and as media spokesman.
- Award-winning creative copywriter.
- Award-winning Audio and Radio director.
- Award-winning Corporate Identity Designer.

**President**, GARDNER'S REAL VIRGINIA BARBECUE, *Rocky Mount, Virginia, 2002 - Present*

Managed all facets of start up and day to day operations of a Web-based barbecue company.

Accomplishments:

- <http://www.gardnersbarbecue.com>
- Created start up company selling authentic antebellum smoked meat products.
- Developed award-winning web site that generated over 25,000 visitors within the first 12 months.
- E-marketing initiatives included push marketing to target verticals.
- Sales increased 100% per month for first 12 months.

**Marketing & Communications Specialist**, NEWBOLD CORPORATION, *Rocky Mount, VA 2000 - 2002*  
Responsible for all marketing planning and management, including advertising, media relations, event planning, publications, internal and external communications, trade show planning and presentation, customer satisfaction, print and direct mail advertisements.

**Accomplishments:**

- <http://www.compuregister.com> <http://www.patientworks.com> <http://www.addressograph.com>
- Managed a \$700,000 budget
- Member senior management and new product development steering committees
- Created new product identities for nationally recognized brands, including Addressograph, CompuRegister and PatientWorks.

**Creative Director**, EDUCATION SYSTEMS CORPORATION, *Roanoke, Virginia, 1998 – 2000.*

Responsible for crafting public relations advertising, institutional and product marketing for print, radio, billboards, newsletters, and video presentation for three colleges with fifteen campus locations in fourteen media markets.

**Accomplishments:**

- Managed a \$1,700,000 budget
- Developed strategic marketing plans for and supervised all public content for 14 college campuses.
- Developed business and marketing plans and directed the marketing and advertising of all curriculum product and new educational product offerings for the US and foreign markets.
- Resulting in highly successful new student enrolment campaigns throughout the college system.

**Director of Marketing**, THE LONDON TOWN FOUNDATION INC., *Annapolis, Maryland, 1997 - 1998.*

Managed advertising and public relations for popular historical site that encompassed the largest public archeological research site in Maryland. Designed and produced advertising materials and collateral brochures, quarterly newsletters, site signage, exhibits, fund-raising vehicles and intellectual product.

**Accomplishments:**

- Initiated the development and implemented a coherent, meaningful public identity for the Foundation through museum product development and special event product marketing.
- Worked closely with governmental agencies regional and national media and volunteer organizations
- Worked closely with local and state marketing, historic tourism, and heritage, cultural, historical and archeological associations resulting in greatly enhanced national recognition, increased traffic, enhanced revenue and public involvement.
- Increased the historical content and community value of the London Town site as a heritage tourism destination by writing, publishing and directing related historical, archeological, and architectural preservation research writing and publication.

**President**, GARDNER DESIGN & ILLUSTRATION, *Charlotte, North Carolina, 1987 – 1997.*

Responsible for design, production, and implementation of advertising, promotional marketing, corporate and product identity packages for a variety of regional and national clients. Worked with clients to develop comprehensive marketing plans and long-term strategies, media schedules and buying.

Specialized in corporate identity packages, new market entry and public relations corporate enhancement for commercial service, retail and manufacturing clients.

**Accomplishments:**

- Developed Strategic Marketing Plans, award-winning corporate identity, advertising, marketing and product promotional materials for various regional and national clients that include trade show exhibit, print collateral, media and display advertising, radio campaigns and exterior signage.

## **Education**

**Master of Arts Program, *History***, University of Maryland, *Baltimore County, Baltimore, Maryland.*

**Bachelor of Fine Arts, *Painting, Printmaking, Communication Art & Design***, Virginia Commonwealth University, *Richmond, Virginia. Also obtained minor equivalents in Political Science and Art History.*

**Continuing Education:** Courses in electronic publishing and page layout (PageMaker and QuarkXpress) Web site Design and Development.

## **Technical Skills**

Fluent in both PC and Mac applications of Photoshop, Quark Xpress, PageMaker, Net Objects Fusion, Animagic (web animation), Adobe Illustrator, InDesign, GoLive, Premiere, Front Page, Flash, PowerPoint, MS Office programs.

## **Professional Honors and Awards**

Addy Award, Advertising Federation of Southwest Virginia, Best Radio Campaign, 2001

National History Day Judge, University of Maryland, College Park, 1997 – 1978

Humanities Council panelist for Democracy in America: Tocqueville Seminars, 1997.

Member Historic Annapolis Marketing Council, 1997 – 1998.

Excellence in Graphic Design (PICA Awards; Printing Industries of the Carolinas), 1991, 1990, 1989.

## **Samples & References**

Available Upon Request