

GREG GARDNER

EXPERIENTIAL MARKETING SPECIALIST

(603) 425 3135

GDGARDNER.COM

GREG@GDGARDNER.COM

CAREER OBJECTIVE

Seeking a long term marketing position with a company that I can thrive with, and become a key contributor in their growth

PASSIONS

Enjoying an active lifestyle (snowboarding, surfing, disc golf, mountain biking), connecting with like minded individuals, learning from new explorations

EXPERTISE

Marketing, communication, customer service, relationship building

PROFESSIONAL EXPERIENCE

BRAND AMBASSADOR



Portland, OR // 2016 - Present

Changing the way the world thinks about snacking, making it a kinder place one snack and act at a time. As Brand Ambassador, I am responsible for organizing and hosting in-store retail demos, handling of inventory & company vehicle, and all aspects of expo & trade show activation (including set-up, breakdown, and troubleshooting on-site challenges) while creating a unique customer experience to increase brand awareness and build customer loyalty.

EVENT MARKETING SPECIALIST



Salt Lake City, UT // 2016 (Freelance)

Responsible for execution of on-site expo & trade show activation including set-up and breakdown, engaging with event participants, product marketing, and sales.

FIELD MARKETING MANAGER



Boston, MA // 2014 - 2016

Responsible for inventory management, company assets, and expenses in addition to coordinating logistics and travel arrangements for mobile marketing tour while executing all aspects of on-site activation. (including booth set-up and breakdown, engaging with event participants, and troubleshooting on-site challenges.) Also responsible for social media initiatives, collection of marketing and sales data, and all event recaps compiled into reports to be presented to client.

GONDOLA OPERATIONS

VAILRESORTS

South Lake Tahoe, CA // 2013 - 2014

Responsible for daily operation of ski lifts: including start up, closing, and daily procedures. Also, responsible for guest safety and following safety guidelines while maintaining a high level of guest interaction with excellent guest service skills. Required to work outdoors all day in extreme weather conditions.

DIGITAL JOURNALIST INTERN



Boston, MA // 2011 - 2012

Blogger and Journalist for online lifestyle and tech magazine. Responsible for promotional marketing through social media and trade show activations.

CUSTOMER SERVICE



L A T I T U D E

Methuen, MA // 2011 - 2012

Maintained a 14,000 sq. ft. facility and a detailed inventory of items while promoting and planning new or extended memberships. Also responsible for assisting gym members with customer service needs and managing member interactions by resolving issues and managing communication.

EDUCATION

NEWBURY COLLEGE 13'

Bachelors of Arts in Mass Communications

Areas of study included communication design, media ecology and marketing communications

REFERENCES

ROBERT BAKER

Gondola Operations Manager at Vail Resorts
(707) 624 6074
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ERIN SULLIVAN

Field Marketing Director at Cercone & Brown Co.
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