

Jeff Garver

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Marketing Manager

Enthusiastic, hardworking and resourceful customer-focused marketing professional with experience in both marketing and design. I pride myself on being a highly strategic thinker that delivers creative problem-solving approaches. I am comfortable working within tight budgets on multiple projects with shifting deadlines and priorities.

Nov. 2015 to Present

Marketing Specialist - Adaptive Technologies, Inc.

- Manage marketing efforts for all four companies in the ATI family
- Track and report spending to stay within budget for all marketing activities
- New market opportunity and competitor research
- Track and analyze campaign key performance indicators, recommend and implement strategic improvements
- Develop, write and manage email campaigns
- Write and edit press releases, whitepapers, articles
- Manage PPC advertising campaigns: Google Ads, Facebook, LinkedIn
- Create content and manage social media channels
- Graphic design: trade show booths, brochures, flyers, sales sheets, logos
- Develop and create websites and landing pages in support of sales efforts, PPC campaigns, and new product launches
- Manage and optimize retail e-commerce website via Shopify content management systems
- Direct and setup photoshoots; principle photographer
- Videography, video editing, motion graphics and animated titles, sound editing, voice overs

May 1999 to Nov. 2015

Owner - Garver Graphics

- Provide freelance graphic design and illustration services to clients such as:

Allen County Public Library	American Color	Arlington Capital LLC.
Bentz Photography	Brooks Construction	Dean and Reed Concepts LLC.
Jac & Elsie LLC.	Fort Wayne Newcomer Magazine	Retirement Home TV

Oct. 2013 to Feb. 2015

Senior Graphic Designer - Enspire Software

- Graphic Design: logos, brochures, flyers, billboards, sales collateral
- Created html and css styling for emails, websites and web apps
- Created timelines and task lists to help team members and management meet due dates
- Directed photoshoots and worked closely with photographers

Feb. 2008 to Sept. 2013

Proposal Graphics Lead - ITT Exelis Defense/Kelly Services

- Headed the graphics effort for winning proposals for satellite based communications products, managed designers and schedules, coordinated graphic process, worked to ensure quality, accuracy and consistency
- Attained and held security clearance to work with classified materials
- Worked closely with engineers and staff scientists to visually communicate complicated technical concepts
- Collaborated with design team to conceptualize and design advertising campaigns for new product lines
- Responsible for layout and design of ITT Exelis - Night Vision and Tactical Communications newsletter
- Direct, plan and photographer for various projects
- Maintained corporate brand guidelines, AP style, and house style throughout all design projects

Apr. 2007 to Feb. 2008

Graphic Designer - American Color

- Layout and design of Do-It-Best circulars for network members throughout the United States
- In-store signage, posters and banners

Feb. 2000 to Apr. 2007

Major Accounts Graphic Designer - Fort Wayne Newspapers

- Conceptualize and design marketing brochures, animated web banner ads, posters, and point of sale displays
- Design commercial print products such as mailers and inserts
- Present to advertising agencies on best practices for digital print files and printing success on FWN presses

Education

Bachelor Of Fine Arts - Indiana University, Fort Wayne, 1999

Major: Graphic Design

Digital Marketing Certificate - DMI/AMA, July, 2021

Google Ads Search Certificate - October, 2021

Software/Web Tools

Google Analytics, Google Ads, LinkedIn Ads, Shopify CMS, Constant Contact, Mailchimp, Adobe Creative Suite, Hoovers, ZoomInfo, Semrush, Microsoft Office

www.GarverDesigns.com