

MARY JANE GARDNER
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EXPERIENCE

Executive-In-Residence, Western Kentucky University

08/10 - Present

- Creating curriculum and teaching a variety of Marketing courses including Basic Marketing Principles, Services Marketing, Consumer Behavior, and Integrated Marketing Communications (Promotions).
- Developing and organizing the WKU collegiate chapter of American Marketing Association. Currently serving as chapter faculty advisor.
- Contributing member of the Gordon Ford College of Business Assessment on Learning committee.

Director of Marketing/Advertising, Martin Management Group

6/00 – 10/10

- Directing all activities of in-house marketing/advertising department for eighteen store automotive/motorcycle group.
- Increasing showroom traffic resulting in increased sales by conceptualizing and creating effective advertising campaigns using all print media (newspaper, direct mail, etc.).
- Negotiating media rates and scheduling media buys.
- Allocating, tracking, and reporting of over \$6 million annual advertising budget.
- Compiling monthly cost/effectiveness reports.
- Interviewing, hiring, training, and scheduling of all department employees
- Developing and sustaining positive working relationships with vendors.
- Coordinating special projects including writing proposals for new acquisitions, conducting research, and updating/upgrading department software.
- Skilled in the use of several software applications: PhotoShop, InDesign, PageMaker, Word, Excel, PowerPoint. Am equally comfortable on either Macintosh or Windows operating systems.

Customer Relations Manager, Martin Management Group

3/97 – 6/00

- Developing, implementing, and supervising all areas of the customer relations department (outbound calling center).
- Developing and implementing all departmental policies and procedures.
- Resolving customer issues and concerns
- Identifying and establishing procedure that enables the transfer of data from non-IBM compatible operating systems to IBM compatible operating system.

Instructor Part-time, Bowling Green Community College of WKU,

8/99-05/00

- Teaching communication courses: Fundamentals of Public Speaking and Business & Professional Speaking.
- Preparing course curriculum.
- Method of Instruction: lecture, group discussion, and role playing.

Graduate Assistant, Dept. of Communication & Broadcasting, WKU

8/95-12/96

- Teaching Introductory Broadcasting and Introductory Speech Courses
- Preparing course curriculum.
- Overseeing broadcast department equipment room.
- Assisting with teaching and setting up broadcast program at a local high school.

EDUCATION

Western Kentucky University

Master of Arts in Communication

December 1996

GPA **4.00/4.00**

Bachelor of Arts in Broadcasting

December 1994

GPA **3.35/4.00**

REFERENCES

Lee Michaelson, Former President
 Martin Management Group
 3633 Players Club Drive
 Southport, NC 28461
 (910)713-8388

Allison Willian, Sr. Territory Mgr.
 Allergan Pharmaceuticals
 409 W Cedar Street
 Franklin, KY 42134
 (502)551-4702

Drew Hensley, Owner
 Hensley & Co. Accounting Solutions
 1020 Woodhurst Drive, Suite 207
 Bowling Green, KY 42103
 (270) 904-2545

James M. Hendricks, General Manger
 Pogue Chevrolet
 405 E Everly Brothers Blvd.
 Central City, KY 42330
 (270) 392-0476