



# Thomas Gardner

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## experience

### **Greenleaf Nursery Company** **2017-2019** **Marketing Manager/Brand Strategist**

- Create and manage budget for marketing department.
- Lead and manage marketing department staff.
- Create and maintain brand image/integrity.
- Develop social media campaigns/promotions & track results.
- Negotiate all print and digital advertising buys.
- Manage all community relations.
- Provide regular reports to executives.
- Attend and present at national brand meetings.
- Manage both Greenleaf Nursery & Garden Debut® websites.

### **Tahlequah Area CVB** **2016-2017** **Interim Director**

- Produce creative content for Tour Tahlequah promotions, marketing campaigns and advertising opportunities.
- Assist with the creation and management of budgets for each fiscal year.
- Create and implement a biennial marketing plan.
- Manage tourism staff.

### **Elevated Media Marketing** **2016-2019** **Owner**

- Build and maintain a consistent online presence for clients.
- Create custom graphics, videos, photos and fliers upon request.
- Create and implement digital ad campaigns through all social media services, YouTube and Google AdWords.
- Complete media buys for clients.

## education

**BA - Media Studies/Public Relations**  
**Northeastern State University**

## skills

- Confident communicator
- Organized
- Writing & copy editing
- Motivated & energetic
- Event planning
- Vendor & client relations
- Adobe Creative Suite
- MS Office
- Video & photo editing
- Project management
- Social media marketing
- Media relations

## activities and volunteer work

### **Turnpike for Tahlequah Concert**

Organized and coordinated a benefit concert featuring the Turnpike Troubadours with a \$0 budget that raised over \$30,000 for Habitat for Humanity.

### **Public Relations Society of America**

I attend regional meetings each month with other public relations professionals, member since 2015.

### **Boys and Girls Club of America**

After school volunteer working with underprivileged elementary aged children. 2014-2016

## references

Dr. Dana Eversole, Northeastern State University, Chair of Media Studies Dept. | 918-616-1166 | Eversole@nsuok.edu

Dana Boren-Boer, Board of Directors, Tahlequah Area CVB | 918-207-2580 | borenboe@nsuok.edu

Linda Cheatham, Executive Director, Tahlequah Area Habitat for Humanity | 918-931-7828 | habitat-tahlequah@att.net

***Additional references available upon request***