

Carrie Gartner

7103 Madison Creek - Columbia, Missouri 65203 - 573.289.0973 - cgartner@socket.net

SKILLS

- **Experienced at developing and implementing long-range work plans and marketing programs.** This includes research-based press plans, multi-year budgets and long-range campaign plans designed to enhance the visibility and image of a person, institution or organization. Significant experience at creating a plan and an organization from the ground up.
- **Practical experience developing, distributing and evaluating public relations materials.** I've coordinated the development, distribution and placement of internal and external newsletters, annual reports, e-mail newsletters, advertisements, and more. I've also designed a number of organizational Web sites from the ground up including www.discoverthedistrict.com, www.businessinthedistrict.com and www.twilightfestival.com.
- **Accomplished at media relations and promotions including writing press releases, organizing press conferences, writing speeches and talking points, and reporter follow-up.** Not only do I have experience as a spokesperson for an organization, I am also experienced at preparing others to speak to the media, constituency groups and other organizations. I currently have an excellent relationship with the press and with community leaders.
- **Background in research-based planning and marketing.** I have hands-on experience with a number of different research methods and have used these skills in academics, political campaigns and public relations and marketing. I currently run two member-based organizations and have a strong track record of surveying member needs, developing research-based strategic plans and implementing these plans.
- **Strong organizational skills.** I've organized everything from festivals to conferences, from fundraisers to debate tournaments. I juggle tasks well and get things done. Also experienced at program evaluation and general office management.
- **Background in higher education and educational administration.** I've been an adjunct faculty member of a number of different colleges and have a working knowledge of the issues in higher education. This background will help me understand both the needs of the college and the best ways to promote the college.

EDUCATION

- Ph.D. Communication, University of Utah 1998
Major Area: Argumentation and Rhetorical Theory
Minor Area: Research Methods and Educational Administration
- M.A. Speech Communication, CSU Fullerton 1990
- B.A. Speech Communication, CSU Fullerton 1988

PROFESSIONAL EXPERIENCE

March 2000 – present	Executive Director, Columbia Special Business District Executive Director, Central Columbia Association Columbia, MO
March 1999 – March 2000	Campaign Manager, Maxwell for Lt. Governor Mexico, MO
June 1997 – March 1999	Political Director, Missouri Democratic Party Jefferson City, MO
January 1997 – May 1997	Press Secretary, Mayor Susan Bass Levin Cherry Hill, NJ
May 1996 – Dec. 1997	Communications Director, Assemblywoman Arline Friscia Woodbridge, NJ
Nov. 1995 – April 1996	Campaign Manager, Burnam for State Representative Fort Worth, TX
August 1995 – Nov. 1995	Press Secretary, Wisniewski & Friscia for State Assembly Sayreville, NJ
1990-1994	Teacher Dept. of Communication, U of Utah, Salt Lake City, UT
1988-1990	Teacher Dept. of Speech Communication, CSU Fullerton, CA
1988-1990	Speech and Debate Coach California State University Fullerton, Fullerton, CA

RECOGNITION

- Golden Addy Award for *Discover the District* newspaper campaign design.
- Director of the Year – Missouri Downtown Association.
- Missouri Department of Economic Development Excellence Award for Best New Media Promotion in Missouri – www.discoverthedistrict.com Web site.
- Missouri Department of Economic Development Excellence Award for Best Special Event in Missouri - Twilight Festival.
- Planning Strategy of the Year from the Missouri Downtown Association – Helping Urban Beautification (H.U.B.) Plan.

REFERENCES

Mary Wilkerson
Chair, Columbia Special Business District
Vice President of Marketing
Boone County National Bank
720 E. Broadway, Columbia
(573) 874-8100

Mike Vangel
Vice Chair, Columbia Special Business District
Owner
Vangel Communications
501 E. Cherry #200
(573) 442-5551

Bill Costello
Director of Business Development
Woodruff Sweitzer
515 E. Cherry #300, Columbia
(573) 777-1894

Erik LaPalgia
Owner
Pure Marketing and Media
2011 Corona Rd. #307, Columbia
(573) 445-0678

Ms. Wilkerson and Mr. Vangel are my current employers. Should you wish to speak with them, please contact me first at (573) 289-0973. Thank you.