David A. Garner

Chicago, IL

Email: david@vonwalland.com
Website: www.davidagarner.com

RELEVANT EXPERIENCE

THE OTHER JOURNAL—Seattle, Washington—*www.theotherjournal.com*
Assistant Editor, June 2013–Present

- Assisting with website management for the publication in addition to programming custom functionality and developing a new website.
- Editing author submissions with the managing editor for compliance with the publication's style guidelines and the Chicago Manual of Style.
- Working with executive editor to market and distribute journal with emerging advertising media and adding new advertising revenue for publication.
- Managing other publication tasks: coordinating interviews, organizing subscriptions, and implementing new technologies (*e.g.*, new advertising platform for website).

BIGWHEEL—Knoxville, Tennessee—*www.gobigwheel.com*
Director of Digital Marketing, November 2011–April 2017
Independent Contractor, May 2017–Present

- Developing, implementing, and overseeing all digital marketing efforts for clients, including but not limited to blogging and content creation, media purchasing and advertising (search, social, display, remarketing, and retargeting), search engine optimization, social media, web development, marketing automation, and other digital communications.
- Performing in-depth data analysis and reporting for clients' web marketing performance, focusing on key performance indicators provided by the client.
- Programming websites to achieve client goals: custom functionality, conversion rate optimization, customer relationship management/marketing automation integration, social media integration, *etc*.
- Drafting, writing, and editing content calendars (including white papers, e-books, blog posts, social media posts, etc.) for clients; writing then circulating content by means of web sites, email newsletters and alerts, social media, advertisements, and other digital media.
- Assisting with website development and digital marketing.
- Providing support with server administration and email server maintenance.

THE UNIVERSITY OF CHICAGO PRESS—Chicago, Illinois—*www.press.uchicago.edu*
Independent Contractor, Web Development, July 2018–October 2018

- Building and coding of a WordPress website for the Press' Silk Roads Book Series: silkroads.uchicago.edu (design provided by a third-party contractor).
- Writing and running Python scripts to organize the Press' anthropology books on the Press' main website.
- Collecting and organizing the contact information for anthropology professors across the web with Python programs and MySQL databases.

VON WALLAND WRITING & MARKETING—Knoxville, Tennessee
Freelance Writer and Digital Marketing Consultant, June 2010–December 2011

- Provided copywriting, social media, and search engine optimization services to clients.
- Managed digital media purchasing and advertising for client campaigns.
- Reported and analyzed web data on clients' key performance indicators.

UNIVERSITY OF TENNESSEE ATHLETICS, SPORTS INFORMATION DEPARTMENT—Knoxville, Tennessee
Men's Swimming and Diving Media Contact, September 2005–May 2008

- Drafted, developed, and updated UT Men's Swimming and Media Guide.
- Coordinated swimming events, served as primary liaison for media representatives and opposing coaches, and responsible for writing 2-3 press releases per week while also coordinating and performing interviews with coaches and athletes at football, basketball, and swimming events.
- Provided editing assistance for sections of the UT Football Media Guide, and served as UT media representative at all football and basketball events, provided statistical backup at football games, updated scoring and statistical information to various sporting networks at basketball games, and analyzed various current and historical statistics for press releases and media guides.
- Initiated database project to log Sports Information photograph archives into software program.

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SOFTWARE FLUENCY

- **Web/Programming Languages, Markup, and Content Management Systems**: Python, HTML/CSS, PHP, JavaScript/JQuery, MySQL, WordPress, Drupal, Joomla!, ExpressionEngine, Magento, ZenCart, Shopify
- **Customer Relationship Management Systems**: SalesForce, SugarCRM, Hubspot, Zoho
- **Marketing Automation**: Pardot, Marketo, Act-On, HubSpot
- **Advertising Management**: Google AdWords, Microsoft Ad Network, Facebook, Twitter, AdRoll, Marin
- **Adobe Creative Suite**: Photoshop, Illustrator, InDesign, Dreamweaver

SKILLS SUMMARY

- Fluent (reading) in the German language.
- Comprehensive strategic planning including identifying key objectives and goals, determining metrics for success, mapping out campaigns and processes, and evaluating progress.
- Strong leadership after overseeing fellow employees and interns in a digital marketing department.
- Effective writing and editing with extensive experience with the Chicago Manual of Style, Associated Press, and Modern Language Association style guides.
- Thorough research in my experience as a student, web developer, and data analyst.

EDUCATION

UNIVERSITY OF CHICAGO—Chicago, Illinois
Master of Arts in Religion, Literature & Visual Culture, September 2017–June 2019, GPA: 3.91

- Research topics included the novel, 20th-century—contemporary American literature, phenomenology, hermeneutics, and literary theory.
- Program straddled the Philosophy of Religions and Religion, Literature, and Visual Culture Departments in the Divinity School.
- Coursework in Divinity, English, Comparative Literature, German, and Cinema and Media Studies.

UNIVERSITY OF TENNESSEE—Knoxville, Tennessee
Bachelor of Arts in Philosophy and German, May 2009, GPA: 3.25

- Representative for the Philosophy Department, Dean's Student Advisory Council, College of Arts & Sciences (August 2007–May 2009)
- Invited Presenter to Austin Peay Philosophy Conference – Essay Presentation (Spring 2006)
- Member, Phi Eta Sigma (May 2006)

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PORTFOLIO

THE OTHER JOURNAL—Seattle, Washington

Publishing, June 2013–Present

Company Description: *The Other Journal* is a twice-yearly print and digital journal that aims to create space for Christian interdisciplinary reflection, exploration, and expression at the intersection of theology and culture. I joined the team to assist with copyediting, but more importantly, to improve its website and digital presence.

Services Rendered: Web development, search engine optimization, subscription management, PPC management, email marketing, social media management

Results:
- The team and I launched a new website in February 2016. I also implemented new publishing formats the journal, including Facebook Instant Articles and Google AMP articles.
- I monetized the journal by adding native Google AdSense and Facebook Audience Network ads.
- Overall traffic increased 24%.
- Social media traffic increased 90%.
- Organic search engine traffic to blog increased 18%.

PERSHING, YOAKLEY & ASSOCIATES, P.C.—Knoxville & Nashville, Tennessee; Atlanta, Georgia; Kansas City, Kansas; and Tampa Bay, Florida

Healthcare & Accounting, January 2011–Present

Company Description: Pershing, Yoakley & Associates, P.C. (PYAPC), is one of the top-ten largest private-held healthcare consulting and accounting firms. With services ranging from healthcare to banking to tax, PYAPC requested all the digital tools at BigWheel's disposal.

Services Rendered: PPC management, customer relationship management system (CRM) implementation, integration & consulting, marketing automation implementation & consulting, search engine optimization, social media, content marketing, and custom web & sales analytics

Results:
- Overall traffic increased 46%.
- Organic search engine traffic increased 44%.
- Blog traffic increased 50%.
- Organic search engine traffic to blog increased 57%.
- Average monthly leads increased 21%.

BUDDY GREGG MOTORHOMES—Knoxville & Sevierville, Tennessee

Motorhome and RV Dealership, March 2015–Present

Company Description: Buddy Gregg Motorhomes is one of the largest RV dealerships in the Southeast. The dealer sells RVs ranging from $50,000 fifth-wheels to $500,000 motorhomes. After being disappointed by another agency, Buddy Gregg contracted BigWheel to increase leads and improve sales.

Services Rendered: Lead generation, custom web & sales analytics, customer relationship management system (CRM) integration and consulting, search engine advertising, display & remarketing advertising, search engine optimization

Results:
- Increased overall web traffic by 34%.
- Increased overall leads by 19%.
- Increased organic search engine traffic by 30%.
- Increased organic search engine leads by 50%.
- Increased PPC leads by 65%.
- Increased sales by 26%.

TOYOTA KNOXVILLE—Knoxville, Tennessee

Car Dealership, December 2012–July 2014

Company Description: Toyota Knoxville was the largest Toyota dealership in Knoxville. The company received numerous leads but suffered from poor closing rates. The client asked BigWheel (at the time, Bluegill Creative) to capture higher quality leads and help filter out poor leads for sales personnel.

Services Rendered: PPC management, customer relationship management system (CRM) integration and consulting, custom web & sales analytics

Results:
- Traffic increased 35%, which was 669% above Dealer.com's United States Dealer Benchmark.
- Average time on site increased 17%, 46.5% above benchmark.
- Leads increased 156%, 230% above benchmark.
- Produced a sevenfold return on PPC investment.

PREMIER TRANSPORTATION—Knoxville, Chattanooga & Greeneville, Tennessee

Transportation & Logistics, June 2016–Present

Company Description: Premier Transportation, LLC, provides group motor coach and shuttle charters to companies, schools, tour agencies, athletics teams, military groups, churches, and more across the southeast. With three locations in East Tennessee, the company intended to expand its business by having the largest digital footprint in the group-charter market.

Services Rendered: PPC management, search engine optimization, social media strategy, and advanced web analytics

Results:
- Delivered social media strategy outlining goals, KPIs, demographics, messaging, creative, and competitive analysis.
- Drafted monthly content calendars.
- Increased web traffic by 34%.
- Increased overall leads by 73%.
- Increased organic search engine traffic by 77%.
- Increased organic search engine leads by 105%.

CONCRETE POLISHING SOLUTIONS—Knoxville, Tennessee

Industrial & Manufacturing, October 2014–December 2016

Company Description: Concrete Polishing Solutions manufacturers and sells cordless, gas-powered concreting polishing equipment, along with other polishing tools and chemicals. In addition to conducting more business with distributors across the country, the client wished to improve direct sales to construction companies and contractors.

Services Rendered: PPC management, search engine optimization, advanced web & sales analytics

Results:
- Average monthly leads doubled.
- Overall traffic increased 27%.
- Organic search engine traffic increased 39%.
- Paid search traffic increased 16%.

ATC DRIVEAWAY—Knoxville Tennessee

Transportation & Logistics, June 2012–January 2016

Company Description: ATC Driveaway moved high-power and expensive vehicles for manufacturers and construction companies across state lines. With little customer diversity, ATC sought the help of BigWheel to expand its client base.

Services Rendered: PPC management, customer relationship management system (CRM) implementation, integration & consulting, email marketing, search engine optimization, social media, content marketing, and advanced web & sales analytics

Results:
- Organic search engine traffic increased ninefold.
- Page views increased 700%.
- Target organic search engine keyword rankings improved, on average, 65 positions in Google and 74 in Bing.

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REFERENCES

Available upon request.