

**Stefanie Mayfield Garcia, M.S., Instructor**  
**Department of Marketing**  
**College of Business Administration**  
**University of Central Florida**

**Professional Experience**

**Marketing Manager, CitySearch – Ticketmaster Online, Inc.**

Responsible for all local media buys, promotion development, strategic alliances with community and media partners, special events and trade shows, and local statistical analysis and research  
Developed strategic alliances with Mix 105.1, O-Rock 105.9, WKMG Channel 6, Florida Citrus Sports, Orlando Museum of Art, SeaWorld, Universal, RDV, The Red Cross, United Cerebral Palsy Foundation, and other business and community organizations  
Coordinated local, regional and national promotions and events from conception to wrap-up, including tracking of pageviews, click-through rates, impressions, entries, and newsletter conversion rate. Built promotional web pages, wrote copy and designed graphical elements  
Worked cross-functionally with editorial and sales staff to create the most positive consumer and customer experience with our site and products.  
Formed strong ties with sister companies in USA Networks, such as ticketmaster.com and match.com  
Developed and implemented partnerships and promotions for the Miami, Tampa, and Jacksonville markets  
Created and piloted a new destination strategy for the Orlando market, designed to create more tourist usage of the local site, and obtained national support for the program. Conducted secondary research to build support for the program  
Active member of the National Customer Marketing Advisory Committee, creating customer-focused communications for specialized product verticals, developing strategies for enhancing sales staff productivity and the customer's experience, and creating turn key promotions that could be implemented across our network of 77 cities

**Owner, M&G Marketing Solutions, Inc.**

Designed a variety of multimedia presentations, corporate manuals, brochures, business cards, web sites, advertisements, and flyers for local businesses in the Greater Miami and Ft. Lauderdale areas. Wrote press releases and edited copy for corporate manuals.

**Coordinator of University Relations and Public Affairs, Florida International University**

Developed and implemented all facets of marketing plans for over 200 educational programs and conferences per year, working in collaboration with a wide variety of internal and external instructors and clients  
Produced and coordinated all advertisements, press releases, promotional material, and direct mail campaigns

Created a database of more than 12,000 prospective customers for use in targeted direct mail strategies  
Designed departmental web site, including content development and visual production, and served as the Webmaster for the site  
Streamlined the department for enhanced efficiency and productivity

### **Marketing Director, Genesis International Marketing Corporation**

Coordinated the production of all media advertising, promotions, visual material and employee incentive programs for retail companies throughout Latin America and the Caribbean  
Implemented worldwide advertising and public relations campaigns across markets  
Coordinated major international events, including the product launch of Gianni Versace's fragrance, "The Dreamer", for which customers were flown on a private jet to Cancun for an entire weekend

### **Marketing Manager, Duty Free Mexico, Inc.**

Designed and implemented promotions, signage, and collateral material for 14 retail stores located in Mexico  
Created effective in-store promotions, sales contests, and training events in collaboration with international vendors, such as Brown-Forman Beverages, Swatch watches, Swarovski crystal, Halston-Borghese fragrances, and Bollé sunglasses  
Developed and presented marketing proposals and successfully gained the support of vendors for promotional activities

### **Marketing Assistant, The Prudential Preferred Financial Services**

Managed all direct marketing campaigns, targeted to specific U.S. Hispanic and Latin American markets  
Created professional multimedia presentations in both English and Spanish

## **Teaching Experience**

### **Marketing Instructor, University of Central Florida, College of Business Administration**

Instructed undergraduate courses in the field of Marketing, including Introduction to Marketing, Integrated Marketing Communications, Professional Selling, Marketing Research & Analysis, Marketing Management, Sales Force Management, Marketing Intelligence, Services Marketing, and International Marketing.

### **Marketing Instructor, Florida Metropolitan University, Department of Business Administration**

Instructed undergraduate courses in the field of Marketing, including Customer Relations & Service and Introduction to Marketing.

**Adjunct Instructor, Seminole Community College, Department of ESOL**

Developed curriculum for multilevel adult English courses in the areas of writing, reading, conversation and grammar and prepared students for college and employment with practical life skills development.

**Volunteer ESOL Instructor, The Bilingual Community Outreach Project**

Developed curriculum for adult English courses providing instruction in life skills, as well as English language skills.  
Translated documents from English to Spanish to assist apartment tenants with their legal rights

**Education**

**University of Central Florida**

Continuing Professional Education  
Overall GPA: 4.00

*Relevant courses:* Marketing Research & Analysis, Marketing Intelligence, International Marketing, Marketing Management, Field Study in Research.

**Florida International University**

Master of Science in Integrated Marketing Communications  
Overall GPA: 3.87

*Relevant courses:* Creative Advertising & Public Relations Execution, Marketing Management, Advanced Consumer Behavior, Multicultural Communication, Integrated Communications Planning and Evaluation, Organizational Behavior, Marketing Research & Analysis

**The University of Texas at Austin**

Bachelor of Arts in Spanish Literature with honors  
Major GPA: 4.00  
Minors: Business and German  
Overall GPA: 3.50

**Honors, Activities, and Skills**

TIP award winner for teaching at the undergraduate level  
Communications Committee member for the Marketing Department  
Guest Speaker at the Small Business Development Center  
Special Event Committee member, American Red Cross

Guest Lecturer of “Creating Creative Publicity” for the Division of Student Affairs, June 1999

Former committee member for the Association of Continuing Higher Education, Florida International University Press Committee, Web Site Advisory Committee and SACS Communication Committee

Lifetime member of the Golden Key National Honor Society, Alpha Lambda Delta, and Kappa Tau Alpha Honor Society

International Who’s Who of Professionals

Fluent in Spanish and conversational in German

Microsoft Word, Excel, Publisher, PowerPoint, FrontPage, Outlook, Access, Quark Xpress, Adobe PhotoShop, Adobe Illustrator, PageMaker