

# Gardy Banks

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## Experience

### **Event Coordinator | Network Under 40 | April 2019- Current**

- Create and strengthen relationships with venues and caterers around Atlanta
- Host Networking events for 150+ people
- Secure sponsorships ranging from corporate partners

### **Team Lead for Advertising Campaigns (Atlanta Area) | Creative Rouge Media | January 2019- Current**

- Primary Contact for Venue Partners (barbershops, salons, and college campuses)
- Lead in all passive active sampling and product integration campaigns
- Installation, troubleshooting, and content uploading of home digital media assets

### **Marketing & Social Media Manager | Bel Initiative (Incubator for Haitian Entrepreneurs) | March 2018- June 2019**

- **Marketing & Social Media Manager** - Created content and manage social media platforms (Facebook, Instagram, Linked) improving followership as well as fan engagement by over 36%
- **Fundraising & Business Relations Coordinator** – Organized events to raise money for operational costs, secured entertainers and vendors for fundraising events

### **Aerospace Maintenance Technician | U.S Air Force | July 2011-2016**

- **Maintenance Operations Controller** – Simultaneously managed four different computer platforms to track, manage and coordinate maintenance actions and logistical support for 48 C-17 aircrafts
- **Physical Training Leader**- Managed physical training and exercise program for squadron, maintained a 96% pass rate for the squadron over two years, an increase of 15% over prior performance.
- **Crew Chief** – Leveraged technical data, orders, and team leadership to thoroughly ensure pilot safety and mission effectiveness by isolating, diagnosing, and repairing system issues. Conduct training & task certification for personnel in training to meet skill-level advancement and mission readiness.

## Education

### **B.B.A | May 2019 | J. Mack Robinson College of Business at Georgia State University**

- **Major:** Marketing (Advertising Certificate)
  - **Advertising**- Created a portfolio using after learning the history of advertising, the advertising process, and the social, legal, and ethical nuances of advertising
  - **Social Media Marketing** – Applied the strategic planning process and return on investment criteria to social media spectrums. Performed social media audits and attained Hootsuite certification.

- **Advertising Campaigns** – Excelled in using decision criteria to put together a complete advertising campaign for a Snyder’s Pretzels
- **Systematic Creativity** – Demonstrated creative problem-solving methods with an emphasis on product innovation and advertising

## Award/Skills

- 2019 Zera Allen Scholarship Award recipient
- Air Force Achievement Medal
- Advertising Certificate
- Creative Writing
- Canva
- Hootsuite Certified
- Adobe Suite (Photoshop, Illustrator, Premiere)
- Microsoft Office (Excel, Powerpoint, Outlook, Word)
- Google Apps (Docs, Drive, Spreadsheet)

## Volunteer Work

### NETWORK UNDER 40

- **Ambassador**- Engaged event attendees with breaking ice and making meaningful personal and business relationships

### VITA TAX SERVICE

- **Volunteer Tax Assistant**- Provided tax preparation and filing services for veterans, spouses, and active duty military personnel free of charge.