



# Stefanie Mayfield Garcia

## Highlights

- 17 years of experience coaching and training adults in a college setting, including curriculum development for more than 15 courses and skills assessments for more than 500 students per year
- Award-winning instructor and author in sales and marketing, who has led every team in the UCF Professional Selling Program to national championship titles
- Marketing professional with 20+ years of hands-on experience in the fields of sales, sales force management, marketing research, advertising, public relations, graphic design, and international business
- Excellent verbal and written communication skills in both English and Spanish
- Extensive training and education, including a graduate degree with honors in Integrated Marketing Communications

## Teaching Experience

### **Associate Marketing Instructor and Professional Selling Program Mentor**

**College of Business Administration, University of Central Florida**

**August 2001 – current**

- Train and mentor Professional Selling Program students to compete annually in international sales competitions, such as the National Sales Challenge and the FIU Global Bilingual Sales Competition, in which UCF has taken first place honors.
- Instruct undergraduate courses in Marketing: Professional Selling, Sales Force Management, International Marketing, Integrated Marketing Communications, Marketing Research & Analysis, and Retailing Management.
- Prepare innovative and hands-on assignments and role plays to better equip students for the professional world.
- Develop rubrics and assessment strategies to determine student progress.
- Advise and mentor hundreds of students each year through individual career coaching.
- Instructed non-credit classes for the business community through the Small Business Development Center.

## Publishing

- Author of *Brand You: The Most Important Brand You'll Ever Market*, Publisher: Kona Publishing (2014)
- Contributing author for the Marketing Simulation Program at the Virtual Business School which has been implemented at Duke, Notre Dame, University of North Texas, Kansas State and Oklahoma State, etc. (2017)

## Professional Experience

### **Sales & Marketing Consultant, Blank Canvas Marketing, LLC**

**April 1998 – current**

- Provide executive sales and leadership training, as well as new business development services to local, national and international firms in both the for-profit and non-profit sectors.
- Provide strategic marketing services, such as branding campaigns, qualitative and quantitative marketing research studies, promotional material development, sales presentations and collateral design, packaging design, and more.
- *Customers have included:* BevSource, Pelliconi Florida, C3Research, Avon, Aetna, ABC Fine Wine & Spirits, Intel, Florida Hospital, Florida Virtual School, Valencia College, IKEA, Señorío de Ibros Olive Oil, Mist & More, Envision Systems, Engineered Sun, Masterpiece Interiors, Korfits, Integrated Telecom Consultants, and the Daytona Beach Shores Park & Recreations Department



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

**March 2000 – April 2001**

- Trained and managed a sales team of 5 representatives in the media and website design industry.
- Developed strategic alliances with Clear Channel, WKMG Channel 6, Florida Citrus Sports, Orlando Museum of Art, SeaWorld, Universal, RDV, The Red Cross, and other business and community organizations.
- Negotiated and bartered all media and promotional support with each strategic partner.
- Responsible for all local media buys, promotion development, events and trade shows, and local statistical analysis and research.
- Coordinated local, regional and national promotions and events from conception to wrap-up.
- Worked cross-functionally with editorial and sales staff, including sister companies ticketmaster.com and match.com.
- Created and piloted a new destination strategy for the Orlando market, designed to create more tourist usage of the local site.

### **Coordinator, University Relations & Public Affairs, FIU**

**May 1997 – March 2000**

- 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 20,000 prospective customers for use in targeted direct mail strategies.
- Supported the Kovens Conference Center sales team in an effort to attract new business.

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

**June 1996 – May 1997**

- Coordinated the production of all media advertising, promotions, visual merchandising and employee incentive programs for duty free retail customers throughout Latin America and the Caribbean.
- Implemented worldwide advertising and public relations campaigns for our exclusive brands, such as Versace, Dolce & Gabbana, Moschino and Davidoff fragrances across all markets.
- Coordinated major international events, including product launches, trade shows and press events.
- Supported a B2B sales team with presentation material and tools to increase new business and support existing customers.

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

**June 1995 – June 1996**

- Served as the primary liaison between the company and all global luxury vendors, such as Coach, Calvin Klein, Rolex, Estee Lauder, Brown-Forman Beverages, Hugo Boss, Godiva, Swarovski, Estee Lauder, Givenchy, and more.
- 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 vendors.
- Developed and presented marketing proposals and successfully gained the financial support of vendors for promotional activities such as advertising in our annual catalog and in-store POP displays.
- Attended trade shows as a buyer for the retail chain.

### **Skills**

- Computer Skills: Microsoft Word, Excel, Publisher, PowerPoint, Outlook, Access, Quark Xpress, Adobe PhotoShop, and many online tools and apps, such as Canva, Wix, and social media
- Languages: Fluent in Spanish



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## Education

### **Florida International University**

Integrated Marketing Communications: Advertising and Public Relations

### **Master of Science with honors**

Overall GPA: 3.87

### **The University of Texas at Austin**

Major: Spanish

Minors: Business and German

### **Bachelor of Arts with honors**

Major GPA: 4.00

Overall GPA: 3.50

## Activities

- Member of **Athena Women's Leadership** Program
- Board of Directors, **Marketing Insights Association**
- Member of the **American Marketing Association**
- Faculty Advisor for the UCF Chapter of the American Marketing Association
- Faculty Advisor for the Marketing Internship Program (2010 – 2017)

## Honors

- Recognized by AMA, SMPS and the Sales Club at UCF for outstanding contributions to students in these organizations, as nominated and voted on by marketing majors (2018)
- TIP award recipient in 2006, 2011, and 2016 for excellence in undergraduate teaching and advising
- 2013 Excellence in Undergraduate Teaching award winner
- Faculty Initiate of the Delta Sigma Pi Professional Fraternity

## Volunteer Experiences

- Guest speaker and mentor for UCF Athena and UCF Society for Marketing Professional Services
- Lifehope Budget Counselor
- ESOL Instructor
- Dividend for Seminole County Public School System
- Coalition for the Homeless
- Christian HELP
- Safehouse of Seminole
- American Red Cross

## Personal Interests

- Triathlete; have participated in over 20 races
- Traveling; have visited 32 different countries and 36 U.S. states
- The Arts; have played the piano for 35 years and enjoy painting acrylics and graphic design
- Sports; enjoy playing volleyball and all winter and water sports